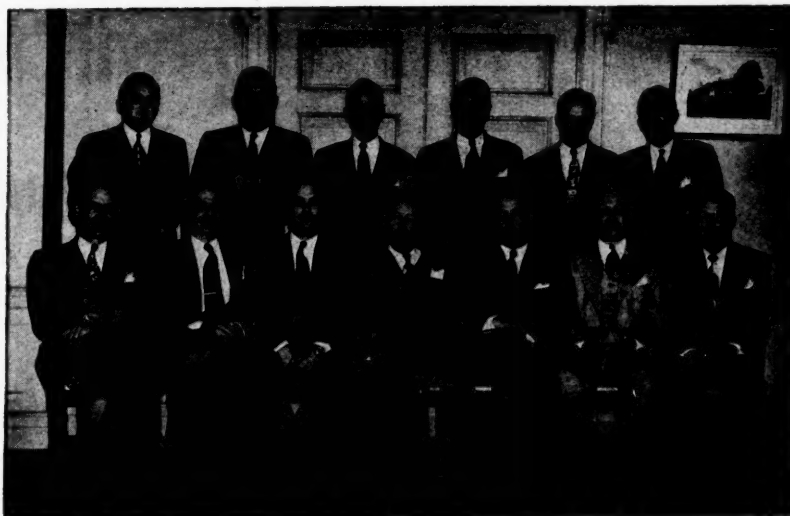


The NATIONAL UNDERWRITER

Life Insurance Edition

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Standing, Left to Right: John J. Eichhorn, Manager, Greensboro; John F. Walsh, Manager, of Agencies; William P. Worthington, Agency Vice President; John H. Evans, Manager, New York-Evans; Jerome M. Barker, Manager, St. Louis; Eugene C. Kelly, Manager of Agencies.

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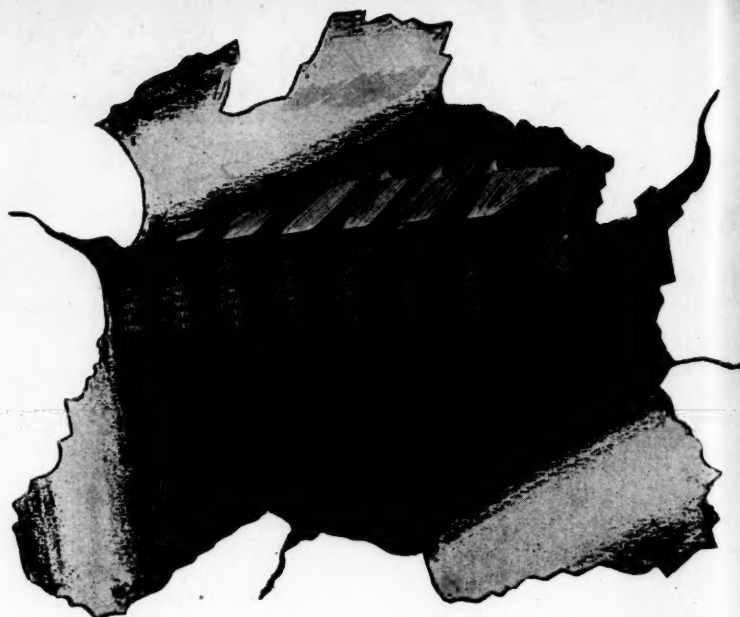
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THE DIAMOND LIFE BULLETINS

A NATIONAL UNDERWRITER PUBLICATION

420 East Fourth Street

Cincinnati 2, Ohio

Federal Commission Urges Benefit Plan Superseding NSLI

**Gratuitous Program Would
Cover Death, Disability
During Period of Service**

By H. C. HALLAM

WASHINGTON — "Just what the doctor ordered" is the verdict of life insurance industry representatives here on the report of the advisory commission on service pay and other benefits the so-called Hook commission—which was released by Secretary of Defense Forrestal. His approval of the commission recommendations is regarded as assured.

They include a program to do away with National Service life insurance and substitute a system of free death benefits, disability and compensation provisions, together with other features, instead of gratuitous insurance for members of the armed services, which had been suggested in various quarters and supported by some insurance interests.

However, the life industry reportedly wanted to eliminate all reference to the word "insurance" in the recommended plan for pay increase, pensions, compensation, retirement and other benefits, which the commission report does. The Forrestal announcement concerning the report said:

Death Benefit \$10,000

"A free death benefit up to \$10,000 is recommended for all personnel on active and retired rolls to replace the present death gratuity of six months pay and National Service life insurance. Repeal of NSLI, except for policies then in effect, is recommended when a new pay bill is enacted. The death benefit would be payable to the widow or widower, children or parents in that order."

Under the \$10,000 death benefit plan, insurance industry representatives understand that when a new man entered one of the armed services he would be automatically, in effect, insured for that amount, to carry throughout his service. If he dies the family would get that amount in benefits spread over a period depending upon his base pay in service.

NSLI would be eliminated under the proposed program, except as to policies in effect when it is enacted and personnel entitled to it. This would remove the cause of complaint in the life industry—that Uncle Sam competes with it in peacetime.

The present six months' death gratuity is a lump sum payment by the government to the survivor of a serviceman based on the rate of pay he received.

Would Combine Best Points

The new program would "continue the good points of both NSLI and the proposed gratuitous insurance plan," one life representative said, "without the bad points of either."

The plan would apply to the army, navy, air force and marine corps military personnel, uniformed personnel of the coast guard and public health service, and the coast and geodetic survey.

The Forrestal announcement said: "Virtually, the same retirement, disability and allied benefits for officers and enlisted personnel, in reserve compo-

Julian Myrick to Retire; 51 Years in Insurance

NEW YORK—Julian S. Myrick, who is so well known in the life insurance business that he needs identification only to the newest novitiate, will retire April 1 after more than a half-century in the business.

During that time he has become one of the most highly regarded persons in life insurance, not only for his sound judgment and wealth of experience but as a man for whom countless people have a deep and sincere affection. He has constantly been in the forefront in many worthwhile projects, in which his counsel and prestige have been of inestimable value.

Mr. Myrick, who will be 69 March 1, has been 2nd vice-president of Mutual Life since 1941 and before that was manager of the company's Ives & Myrick agency in New York City for many years. He entered the life insurance business in 1898 as a clerk with Mutual's Raymond agency in New York City. In 1907 he formed a general agency with Charles Ives for Washington Life but in 1909 they rejoined Mutual Life and the agency became one of the largest in the country.

Became Sole Manager in 1930

After Mr. Ives' retirement in 1930 Mr. Myrick continued as sole manager.

Mr. Myrick was elected president of the New York City Life Underwriters Assn. in 1915 and he has served for many years on its executive committee. He is honorary president of the New York State Life Underwriters Assn., which he helped found, and was its president from 1926 to 1929.

He was president of the National Association of Life Underwriters in 1927,

ents as well as on active duty, are recommended. At present there are no disability benefits for enlisted personnel with less than 20 years service; nor are there any disability benefits for reserve in training, except through the veterans administration, and no death benefits except through VA and National Service life.

"Disability provisions, applying to personnel on both active and inactive duty, relate disability to years of service. A requirement of 30% disability, under VA standards, is recommended for disability retirement pay. Distinction also is made between disability resulting from active or inactive duty training and disability sustained in normal civilian activities. No such distinction exists now. An annual check-up over a period of five years also is provided."

LOOK FOR FIGHT

Life insurance representatives expect the armed services to fight the Hook commission program because it does not recommend pensions and certain other provisions advocated by service representatives. However, the life men, hopeful of the program's enactment into law, say it will be a "wonderful thing for the industry."

The program is expected to be considered by Congress in 1949, depending upon the general financial, economic and political situation. It is expected to

the same year that he began a 13-year tenure as a trustee.

He is chairman of the American College and was instrumental in helping to found this organization. In 1947 he received the John Newton Russell memorial award for outstanding service to the institution of life insurance.

Mr. Myrick was for many years on the insurance committee of the U. S. Chamber of Commerce, chairman of the life insurance division of the American Cancer Society in New York City, and vice-chairman of the commerce and industry division of the American Red Cross in New York.

Tennis Luminary

Mr. Myrick was president of the famous West Side Tennis Club from 1915 to 1917 and served for many years on the board of governors.

President of the United States Lawn Tennis Assn. from 1920 to 1922, Mr. Myrick has been a member of its executive committee since 1915. He was chairman of the Davis Cup committee from 1920 to 1927 and has been chairman of the Wightman Cup committee since 1928.

Mr. Myrick has played tennis on courts in many parts of the world. At Wimbledon he was presented to King George and Queen Mary, the Duke of York, now George V—himself a player of a no mean ability—and Prince George. At San Sebastian Mr. Myrick played in a mixed doubles match against the Queen of Spain.

At Mutual Life Mr. Myrick has been active in the company's drives for the Red Cross, the Cancer Society and the annual campaign for Christmas toys for needy children. Members of the Mutual Life Assn., an organization of home office employees, consider him their staunchest supporter in every endeavor.

Mr. Myrick's 50th anniversary in the life insurance business last March touched off a series of celebrations that were testimony to his status within and without the industry.

have wide and strong support in the insurance industry and among the latter's friends at the Capitol, in preference to a straight gratuitous plan. They have been admittedly anxious about continuation of NSLI more than three years after the close of the war, with no termination date in sight.

Industry representatives feared that with continuation of NSLI, revival of the draft, proposed universal military training and possibilities of another war looming, that they would practically be cut from selling life coverage to virtually all the young eligible male population of the country. Industry people now see this fear vanishing if the Hook commission program is adopted.

Goes to Budget Bureau

The Hook commission's report will soon be forwarded by Secretary of Defense Forrestal to the budget bureau for transmission to the President, the Secretary said. He added that the Secretaries of the Army, Navy and Air Force are "in general agreement on the broad, major provisions of the report."

The report says the fact was taken into account that armed services uniformed personnel are not now included under social security and that military service does not count for OASI benefits. If hereafter such personnel are integrated into the social security program, the commission "urges that great caution be exercised to avoid a duplication

(CONTINUED ON PAGE 10)

Report N.A.I.C. Concedes FTC Mail Order Jurisdiction

**May Spell Abandonment
of State Laws
as Federal Barrier**

WASHINGTON—Insurance observers here believe considerable progress was made in the direction of cooperation between the federal trade commission and state insurance commissioners at the recent joint conference here between representatives of FTC and N.A.I.C.

While there was no official announcement that N.A.I.C. had conceded jurisdiction to FTC in any field, grapevine reports in the insurance industry indicate that the conferees agreed on areas in which FTC will operate. One of these areas, according to this report, is mail order insurance. The state commissioners are represented as having "given in" to FTC on this point. They also reportedly "gave in" on other features of insurance regulation. They recognized that FTC has a place in the picture of insurance regulation.

Don't Admit Agreement

Heretofore, the general idea is said to have been that the states should pass laws for regulation of the industry, and regulate it, so as to keep FTC out of the field as far as possible.

FTC officials do not admit there was any agreement between the two groups on areas in which FTC will operate. Henry Miller, chief of FTC trade practice conference division, said agreement was "not worked out" yet, and that it is "one of the things to be considered," except that FTC and the state commissioners will "operate in their respective spheres," but that to "try to find out what those spheres are has not yet been done."

Not in Intrastate Field

Mr. Miller said that the "main division," however, is that FTC operates in interstate commerce, not intrastate.

Regarding the matter of the mail order trade practice conference, Mr. Miller said that the next step will be publication of a draft of proposed trade practice rules, which will be the subject of another public hearing "a matter of weeks" hence. Meanwhile, Mr. Miller said suggestions made at the Chicago trade practice conference are being studied, as will any other suggestions that may be submitted. "Some changes in the proposed rules may come about through these suggestions," said Mr. Miller, and the next draft of rules "will be about the best" that can be worked out in advance of the next hearing.

No Request for Conference

Meanwhile, he said, any insurance industry group or other group or individual who wants to confer with FTC people will be welcome. "We are seeking light wherever we can find it," Mr. Miller said. He added that no request for such a conference has been received since the Chicago meeting; nor has there been any date set for another meeting between FTC and N.A.I.C. representatives. However, Mr. Miller said each of these groups are holding themselves in readiness to confer at the request of the other.

Klocksinn Takes Optimistic View in His Survey of the Past Year

By CLARENCE C. KLOCKSIIN

Legislative Counsel Northwestern Mutual Life

The story of life insurance in 1948 embraces many interesting developments, as well as some major achievements at both management and field levels.

Mounting life insurance coverage increased death claim and benefit payments, low voluntary terminations and sound distribution of investable funds have greatly enhanced the prestige of the life insurance business. There still is some conjecture about federal regulation of insurance but the predominant view is that public supervision is largely destined to remain in the realm of the states.

It has become a habit in recent years for the agency forces of the country to produce more than \$20 billion of new business annually. The past year has been no exception in this respect and the total volume is expected to be in the neighborhood of \$23 billion. As compared with the 1947 production, this would be a decrease of only 1 or 2%. The year's work in the field was at a high level of activity and efficiency.

Gains in Principal Accounts

It was last October when the aggregate amount of life insurance in force in the United States crossed the \$200 billion line. At the year-end this record breaking total had risen to an estimated \$203 billion, insuring approximately 78 million policyholders. The combined assets of the companies also kept pace with their general progress and stood at approximately \$554 billion representing a gain of over \$3,650,000,000 for the year. Disbursements to policyholders and beneficiaries rose to \$3,170,000,000 of which death claims accounted for \$1,430,000,000 and the remainder represented payments to living policyholders. All of the figures are most impressive and demonstrate the strength, stability and service of the life insurance business.

Policy loans and voluntary terminations by lapse and cash surrender have long been looked upon as barometers of economic conditions affecting life insurance. Both accounts have been going up, although very moderately, in the last year or two. Policy loans reversed their downward trend about the middle of 1947 and during the past year increased \$135 million for a year-end total of about \$2,075,000,000.

While the number and amount of voluntary terminations increased over the previous year, the percentage rate of such terminations, based on the enlarged insurance account, remained practically unchanged. This is one of the notable results of the year's operations and to some extent reflects the high caliber selling job that has been done.

Brightening up of the investment situation was another leading development. The turning point in the descent of interest yields was reached early in the year when the rate on new security issues generally improved a fraction of a percentage point.

Outlets for investment were very favorable in the mortgage loan and commercial real estate fields. Expansion in the public utility and transportation systems of the country caused increases in capital requirements while industrial

issues grew larger in volume.

Manifestly, the supply of investable funds is not as heavy as it was when redemptions of corporate securities represented a large portion of such funds. The present investment factors, therefore, are more favorable to the companies than they have been for a number of years. Inasmuch as current investments are but a fraction of a company's total invested funds it will be several years before the average rate of return will appreciably reflect the improved conditions.

Sales of Governments

Sales by life insurance companies of a portion of their holdings of United States bonds primarily to finance corporate and municipal expansion requirements provided a more adequate return under existing conditions than was received from long-term governments.

Total holdings of federal securities by all companies have declined from \$20,020,000,000 a year ago to approximately \$16,750,000,000 at the end of 1948, or a decrease of about \$3,270,000,000. The percentage decrease for the one year period is about 16%.

A stir was caused in November when the joint legislative committee of New York state called hearings on the question of the size and growth of the companies and the distribution of their investments.

The hearings developed the fact that the legislative committee was most interested in investments by the companies in corporate obligations which were placed privately as distinguished from public offerings of such securities. The

committee seemed concerned about the acceleration of the volume of such investment in recent years.

On behalf of the companies it was pointed out that a study of the subject of private placements, including the matter of a formula for their valuation, is under way by an industry committee composed of all lines of insurance business, headed by President L. A. Lincoln of the Metropolitan Life. At the hearing, in reply to a question, Superintendent Dineen of New York stated he had no suggestion for legislation and advised against any hasty action.

Although 1948 was an off year for sessions of state legislatures, there were a few developments that attracted more than ordinary attention. The New York legislature increased from \$3,000 to \$5,000 the amount of insurance that may be written by mutual savings banks of that state on a single life. The increase in amount, however, was conditioned on compliance by the banks with the same statutory requirements as are imposed on the domestic life insurance companies of the empire state.

New Jersey became the third state to adopt a non-occupational cash sickness disability program. Rhode Island and California had previously placed on their statute books this form of compulsory coverage, the former state having a monopolistic state fund to support its commitments, while the New Jersey law is patterned somewhat on California's which provides that the disability coverage may be obtained from a public fund or from private insurance carriers.

It is expected that proposals for com-

pulsory cash sickness benefits will be introduced in a number of the state legislatures convening this winter. Such measures are sure to encounter stern opposition, especially in view of the fact that additional payroll taxes will have to be levied to support any new program. Another deterrent to any widespread adoption of such plans is the remarkable growth in recent years of voluntary cash sickness coverage provided by private insurance companies.

Owing to the possible emergence of an over-all federal health program there is some sentiment in the insurance industry favorable to the adoption of compulsory cash sickness benefits through state legislation. The movement, however, has not attained any great momentum.

MORATORIUM EXPIRES

Public law 15 of the United States Congress (1945) granted to the several states the right to regulate and tax the insurance business, but provided that the federal anti-trust laws and the federal trade commission act, except for a moratorium as to said acts until June 30, 1948, shall become applicable to the business of insurance to the extent that such business is not regulated by state law.

During the moratorium period referred to, and in order to avoid the impact of the federal anti-trust laws, the legislatures of the several states enacted rate regulatory statutes along the broad concepts of the all-industry committee's bills applicable to fire and marine insurance and casualty and surety lines. It is quite generally believed that these statutes have met substantially the requirements and intent of public law 15.

Fair Trade Practices Act

As to the federal trade commission act, the all-industry committee prepared a uniform bill known as a fair trade practices act modeled on the federal act, which bill was enacted into law in 18 states. In view of the expiration of the moratorium it may be that the federal trade commission act is applicable to all lines of insurance in the states that have failed to adopt the fair trade practices bill. It should, however, be pointed out that statutes in a number of jurisdictions have long contained many of the component parts of the fair trade practices bill, such as prohibitions against fraudulent advertising, rebates, twisting, defamation of competitors and misrepresentations.

The federal trade commission and committees of Congress are presently engaged in a study of the new as well as the old state laws bearing on the application of fair trade practices to determine their adequacy. Congress has manifested no intention or indication to prejudge the situation and if legislation is found to be necessary in some jurisdictions an opportunity may still be given such states to meet the requirements of the federal act.

Mail Order Trade Practices

The federal trade commission held a conference early in December with mail order insurance companies doing principally an accident and health insurance business.

The purpose of the conference was to afford that portion of the insurance industry an opportunity to cooperate with the federal agency in establishing trade practice rules directed toward prevention of methods of unfair competition and other unfair or deceptive trade practices. It is expected another con-

(CONTINUED ON PAGE 6)



C. C. Klocksinn



A DUTY

The element of persistence in the Underwriter's sales technique is more than just a feature of a sales program.
It is no less than a solemn duty.

It is the duty of the Underwriter to persist in his efforts to provide his prospect with needed protection.

Many youngsters are without the advantages of a College education — because some Underwriter wasn't persistent. Many families are torn and at the mercy of an uncharitable world because some Life Underwriter wasn't persistent enough to sell Dad enough insurance to protect his family.

Life Underwriter, be persistent; it is your duty.

Insurance in Force — October 13, 1948 — \$385,088,985

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE

ALC Head Sees Better Earnings, Good Sales in '49

W. E. Bixby Also Stresses Anti-Inflationary Effect of Investment Policy

While it is generally believed that the average earning rate for life companies for 1948 will work out to only very slightly higher than 1947's all-time low of 2.88%, the outlook for 1949, when the effect of higher earnings on new higher-rate investments, will be spread throughout a full year, is that there will be a considerably greater increase, according to W. E. Bixby, president of Kansas City Life and of the American Life Convention.



W. E. Bixby

In a year-end statement, Mr. Bixby pointed out that these invested funds have been a vital aid to meeting the nation's needs for capital and have been important to the sound financing of the economy. By implication taking issue with those who have criticized life companies for switching from government bonds to private investments, Mr. Bixby emphasized the anti-inflationary aspect of the latter investments.

Has Worked Against Inflation

"One of the major channels of investment used during the year was that of industrial bonds, including the notes and debentures issued by what is commonly termed 'small business,'" he said. "A relatively new type of investment which received major attention this past year was the purchase of commercial and industrial real estate as an investment for long-term leasing. Both of these have been of material aid to business, both large and small, in meeting its need for capital funds. The expansion of such investments has been an anti-inflationary activity, for it has contributed to the increased productivity of American business—which is, in the final analysis, a primary cure for our inflation ills."

Linked to General Business Trend

Looking ahead to 1949, Mr. Bixby said life insurance sees its future linked closely to the general trends of business. He said the outlook for business in general appears good, though it is faced with many changes and dislocations as the pattern of production shifts. He believes there will probably be some leveling off of prices as the buyers' markets develop for many consumer lines but a high level of business activity seems assured for the year as the result of continued European relief operations, intensified defense spending, continuance of the farm support program, and the still unsatisfied consumer wants for most commodities.

No NSLI Dividends Before August, Says VA

WASHINGTON—The veterans administration does not expect to begin paying National Service Life dividends before August, 1949, a spokesman says. VA is mailing thousands of NSLI policies, in lieu of wartime certificates, to veterans who renewed term policies or hold converted policies.

St. Nick Poses With Mass. Mutual Helpers

Santa Claus was the top executive of Massachusetts Mutual Life and President Alexander T. Maclean and Mrs. Maclean were merely helpers at a Christmas party for children and grandchildren of employees. In addition to receiving presents, eats and entertainment, the children visited the various departments and gaped at such complicated instruments as the multi-purpose punch machine used in record keeping.



None of Big Cities Shows Gain in Ordinary Sales

None of the large cities showed a gain in ordinary sales for November or for the first 11 months, according to L.I.A.M.A. Following are the percentages of decreases, respectively, for November and for the first 11 months: Boston 21 and 12; Chicago 18 and 5; Cleveland 19 and 6; Detroit 14 and 3; Los Angeles 12 and 5; New York City 17 and 8; Philadelphia 17 and 0; St. Louis 12 and 7.

There were a number of gains among

the states, Delaware leading with 19% for November, while Montana gained 18% and New Mexico 16%. For the first 11 months Virginia led with an increase of 8% while Wyoming and West Virginia were in second place with a 7% gain each.

Banker Addresses Club

OKLAHOMA CITY — The December meeting of the Oklahoma General Agents & Managers Club heard Oscar Monrad, vice-president First National bank of this city, on "Selling Oklahoma to the Nation."

Fitzgerald Again Heads University Teachers' Body

Annual Gathering of Educators Is Held at Cleveland

CLEVELAND—J. Anderson Fitzgerald, dean of University of Texas, was reelected president of American Assn. of University Teachers of Insurance at the annual meeting here Tuesday and Wednesday of this week. E. A. Gaumnitz, University of Wisconsin, continues as vice-president and J. Edward Hedges of Indiana university as secretary.

Elected as the insurance industry member of the executive committee was Clayton G. Hale of Cleveland, who as a prominent local insurance agent taught at Fenn college at Cleveland. He is the author of a volume called "Approach to Fire Insurance."



J. A. Fitzgerald



E. A. Gaumnitz

Warner C. Danforth maintained that in order to make insurance courses at universities specific and practical instructors should be employed who are actively in insurance. Mr. Danforth, who is superintendent of the education department of Employers Liability as well as acting head of the insurance department of Boston university, said that the Boston school employs only men with a broad practical as well as academic background. The school prefers instructors who retain an active relationship in some company or agency.

Mr. Danforth quoted a number of answers in reply to a questionnaire sent out by the school to executives asking what types of courses were desirable. The variety of these replies was such as to prove his contention that it is a very difficult job to chart a middle of the road between detailed technical work and general insurance background courses. The school objective is both general courses and advanced specialized courses.

Mr. Danforth said it is important for the university to correlate its program with the educational policies of the individual companies. He said that insurance instructors must encourage students and yet, at the same time, not give false hopes that insurance courses are a guarantee to an executive position in some insurance company. He said that the most successful financial plan between students and companies is where the companies pay 50% of the tuition at the time of registration for a course with the agreement that if the course is completed with a passing grade, the company will reimburse the employee for the remainder.

H. G. Kenagy, vice-president of Mutual Benefit Life, told the teachers that life insurance company home offices are little interested in seeing courses in colleges prepare students for careers in life

(CONTINUED ON PAGE 16)

Broadening Functions

Joseph H. Reese, Penn Mutual General Agent of Philadelphia:

"The life insurance agency, being a distribution organization, must possess a dynamic character fully conscious of the human relationships involved in our business while possessing a well-functioning capacity to measure the social and economic changes taking place in the world so that they may better meet the demands of the public.

"The tremendous growth of life insurance over the last quarter of a century has been occasioned, not solely by an increasing recognition of responsibility on the part of bread-winners generally, but rather has been stimulated by an expansion in the nature of services rendered by our business: expanding educational requirements, stronger recognition of the necessity for adequate retirement security, business perpetuation plans, business organization pension plans, and innumerable applications of the principles represented by life insurance in personal estates (whatever the size) and in business operations.

"These things have broadened the functions of life insurance, at the same time increasing materially the responsibilities of agencies to assume competent service by our representatives."

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Shield's ALC Title to Be Counsel

W. Lee Shield will have the title of counsel when he joins the American Life Convention staff Jan. 11, following termination of his service as Ohio insurance superintendent. The fact that he was joining the A.L.C. legal department was reported in last week's issue.

Mr. Shield has served on the life committee of the National Assn. of Insurance Commissioners during the last two years and has been its vice-chairman since the last annual meeting. This has brought him in close touch with many of the major problems of the life insurance business and with a large number of company executives. He is also chairman of the fire and marine committee and vice-chairman of the uniform accounting committee.

Clement Named Manager

G. F. Clement of Roanoke has been appointed branch manager of the home office agency of Shenandoah Life. He will be in charge of the Shenandoah Valley, southwest Virginia and a portion of Piedmont Virginia. He succeeds the late J. T. Neely.



ACCIDENT, COINCIDENCE AND HABIT

A man who fell from the tenth story of a building landed unhurt. "An accident!" bystanders said. Next day same man fell same ten stories from same building—and landed unhurt. "A coincidence!" 'twas said. Next day same man fell same ten stories from same building and, once again, landed unhurt. "A habit!" everyone exclaimed.

On December 1 James F. Love—Tennessee born Editor of R & R Magazine—wrote Codie D. Bell, Columbian Mutual, Memphis, a right nice letter suggesting R & R as co-publishers of Columbian's monthly publication CHIMES. Next day he sent similar letters to Joe G. Reece, Texas Life at Waco, and to Vernon Singleton of United Fidelity at Dallas (where Texas reared Editor Love spent many years learnin' readin' writin' rhythmic and the ABCDE's of sellin' life insurance).

On December 14 Tennessee's Codie Bell wrote, "Hold the presses! We'll start with you immediately." On December 16 Texan Joe Reece wrote, "Proceed!" . . . And on December 16 Dallasite Vernon Singleton came through splendidly with, "We accept your plan!"

"A coincidence!" Love exclaimed. "A habit," we replied. . . . Which reminds us . . . Wishing you the happiness of a profitable New Year has been a habit with R & R now for 35 years.

A HABIT WE HOPE TO FOLLOW FOR MANY YEARS.

PAUL SPEICHER
Managing Editor
THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS

Bixby, at Fete in His Honor, Defends Life Companies' Sale of Governments

Life companies are in the position today of having bought bonds under the pressure of war—maybe too many—and having to sell them because they cannot allow their money to work at starvation wages when they are obliged by contracts to earn interest at definite rates, said W. E. Bixby, president of Kansas City Life, at a dinner and reception given by the directors of the Kansas City Chamber of Commerce in honor of his having been elected president of the American Life Convention.

Mr. Bixby, who is president of Kansas City Life, said that "right now we are trying to clarify our thinking on the problem of the government's monetary policy, particularly in the pegging of government bond market." He said there have been several statements by company executives on this subject but they do not speak for the industry and that even the executive committee of the American Life Convention cannot speak for all its member companies on matters of investment, sales procedure and company operations.

Had to Invest at 2½%

Mr. Bixby pointed out that the best interest rate to be had from government bonds was and is 2½%, that the need to win the war at any price smothered complaints, and that under other circumstances many protests probably would have been heard, because it was not quite right that life companies should put all the available money of the policyholders into government bonds yielding 2½% or less when their contracts required that they earn 3% or more.

He recalled that an appeal was made to the Treasury through an A.L.C. committee for a 3% long term non-negotiable bond and that D. T. Torrens of Kansas City Life wrote the Treasury asking that a 75-year bond with a 3¼ to 3½% interest rate be issued to life companies and other types of trusteeships. It would have been negotiable only by hypothecation with the Federal Reserve Bank and redeemed without interest at a later date.

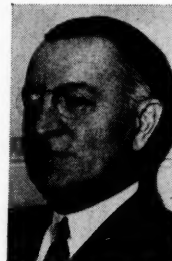
Kansas City as Financial Center

Talking on Kansas City as a financial and insurance center, Mr. Bixby said its life companies have in force well over \$1.1 billion, with assets of approximately \$300 million, and premium income of about \$100 million. He said the insurance industry in Kansas City employs approximately 2,500 people in its various offices. In addition to this, these companies have agents or representatives who are bringing the name of Kansas City to the residents of some 40 states. Discussing the problem of personnel, Mr. Bixby said that while nearby state universities are doing all they can to meet this problem, their very location, in smaller centers of population, denies their students the field training to supplement academic instruction. He suggested that there be established in Kansas City an excellent school of finance and business for graduate and

undergraduate study. He said the benefits would be immense, not only as an aid to companies, but as a definite asset to the community.

New Appointees

Darragh A. Park, whose appointment as financial consultant of Guardian Life, was reported briefly in last week's issue, has been a director and finance committee member since 1942. He will now devote the major portion of his time to the company's investment program and will have his office in the home office. Mr. Park has been vice-president of Manufacturers Trust Co., New York City, in charge of securities. He has resigned to take on his enlarged duties with Guardian. A 1913 graduate of Harvard, Mr. Park went into investment banking in New York City with Colgate, Parker & Co., later becoming a partner. In 1924 he founded New York Empire Co. and in 1926 joined Hambleton & Co. as vice-president in charge of its New York office. He resigned in 1929 to become vice-president of Manufacturers Trust. He was an infantry officer in the first world war.



D. A. Park



G. T. Conklin, Jr.



Phillips Lambkin

The appointments of George T. Conklin, Jr., as 2nd vice-president and Dr. Phillips Lambkin as assistant medical director were also reported in last week's issue.

Weier Steers Advertisers' Eastern Round Table

William S. Weier, assistant director of advertising and publications for Prudential, has been appointed chairman of the 1949 eastern round table of Life Insurance Advertisers Assn. to be held at New York March 17-18.

Mr. Weier joined Prudential in 1935 and was promoted to his present position a year ago.

An L.A.A. member since 1944, Mr. Weier has served on various committees and is the author of a special research project on employee publications. He was on the steering committee for the 1948 eastern round table.



W. S. Weier

Miner Agency Fetes Sick Children

For the second Christmas the Miner agency of Equitable Society in New York City gave up its holiday office party to provide a party for children in the hospital for special surgery in New York City. Each child was given three gifts. Seymour Sutorius was in the role of Santa Claus.

Agent Compensation Will Be Theme of New York Forum

NEW YORK — Questions on the agent's income are expected to predominate at the Jan. 20 "town hall" meeting sponsored by the New York City Life Underwriters Assn. Among the subjects on the agenda are increased selling commissions, persistency renewals, vested commission contracts, transferable pension equities, elimination of unfair competition from home office and agency salaried personnel and other part-time salesmen, mass selling, and social security benefits.

The object of the meeting is to get questions off the minds of the agents and into the open. The meeting is open to non-member agents and home office and agency representatives, the latter being invited, according to the association, to give them an opportunity to get some "uninhibited" answers to the question, "What do the agents want?"

The association is still accepting questions and asks that they be sent to Mrs. Lillian Joseph, Home Life of New York, 450 Seventh avenue. An expert panel of company and agents' association executives will answer the questions when they are pulled from a hat at the Hotel Pennsylvania, or Statler, as it will be called after January 1.

Chase Bank Head Opposes Bond Peg

CLEVELAND — Discontinuance of government bond price pegging was recommended by Winthrop W. Aldrich, chairman of the Chase National Bank of New York City, at the joint meeting here of the American Finance Assn. and the American Economic Assn. He also said that a commission to study possible revisions and government fiscal policy should be appointed and given adequate time to conduct extensive hearing before reporting and that congressional members of such a commission should enlist the aid of non-governmental financial authorities. He conceded that reorganization of the debt structure cannot be achieved easily or quickly but said that a beginning should be made as soon as possible.

Besides eliminating the bond peg, Mr. Aldrich said that managers of the federal debt should retire debt through maintenance of a budgetary surplus in periods of high-level business activity; raise the proportion of long term debt to total debt; reduce debt holdings of commercial banks and promote broad investor ownership.

Mentions Life Companies

Mr. Aldrich said that the principal holders of the public debt should be individual investors and institutional investors, including life companies. He pointed out that the present unbalanced maturity structure of the debt makes it difficult for these investors to plan their portfolios on a long-term basis.

As to the contention of supporters of the pegging policy that these operations are necessary to facilitate debt refinancing and that abandonment of the pegs might plunge the country into a depression, Mr. Aldrich said that these arguments minimize the functional role of interest rates and underestimate the basic strength of the national economy. He said that removal of existing support prices would not necessarily mean the abandonment of all intervention in the government securities market, for fiscal authorities could still go into the market at any time to maintain orderly condition. He said, however, that they should not plan to support bond prices indefinitely at any specific level either now or in the future.

Equitable Society has lent \$15 million to the Borden Co. on a 20 year 3% note.



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NALU Actuary Urges Frank Discussion of Compensation

"We feel that a frank discussion by representatives of companies with their field forces on such subjects as the field forces are interested in would go a long way toward making the agents cognizant of the companies' position and problems and at the same time make the company more aware of the agents' problems, with resultant benefit to both groups," Actuary Gordon D. McKinney of the National Assn. of Life Underwriters states in an article in the December "Life Association News."

In view of the race between incomes and living costs, it is natural that agents are interested in compensation as never before and now is the time for companies and agents to know the facts in the interest of continued cooperation, according to Mr. McKinney.

"Many companies are making a definite effort to explain their problems to representatives of the field forces, through agents' associations or other means, with very beneficial results," says Mr. McKinney. "They realize that the most likely way for a person or group to become discontented is for the person or group not to be fully informed of the specific situation."

Technical Difficulties Intervene

"One of the main difficulties many insurance executives have in explaining their problems to their field forces is that even though they may feel they are agency-conscious, they are by their background and duties technical men and find it hard to express themselves in a language which is completely non-technical."

"In this connection reference might be made to the amount of money presently being spent on public information. We all want to educate the public with respect to the benefits and advantages of life insurance as presently sold by our agents and our companies. How much money are the companies spending on public relations with their field forces? The amount is small by comparison. When it is realized that the field forces and the agency offices represent the contact between the companies and the insuring public one cannot help but wonder if the importance of public relations between the companies and their field forces is fully appreciated."

Stowe Named Editor of "Manager's Magazine"

William P. Stowe has been appointed editor of "Manager's Magazine" of L. I. A. M. A. Formerly managing editor, he succeeds H. Fred Monley, assistant director in charge of schools in agency management. Mr. Monley's increased responsibilities in the association's expanded school program have necessitated his release from editorial duties.



W. P. Stowe

A new editorial board composed of agency heads has W. Eugene Hays, New England Mutual, Boston, as chairman, other members being Harry Krueger, Northwestern Mutual, New York City; W. Thomas Craig, Aetna, Cincinnati; Ray H. Wertz, Reliance Life, Detroit; Paul Jernigan, Penn Mutual, Wichita; W. L. Hardy, West Coast Life, San Francisco, and Fernand de Haerne, Northern of Canada, Montreal.

A graduate of Dartmouth and Stanford, Mr. Stowe joined the association in 1946 after discharge from the air corps as a captain. Previously he had been a preparatory school teacher and athletic coach and newspaperman. Be-

fore entering the army in 1942 Mr. Stowe was on the Connecticut war savings staff of the Treasury. His first connection with "Manager's Magazine" was as advertising manager. Later he became associate editor. In addition, he served as an instructor at the association's schools in agency management.

Missouri-United Deal Called Off

The \$68 million reinsurance deal between Missouri Ins. Co. of St. Louis and United of Chicago was definitely called off and will not be revived, H. G. Zelle, president of the St. Louis company announced shortly after a three-state commission composed of Superintendent Jackson of Missouri, Commissioner Sullivan of Kansas, and Director Parkinson of Illinois, had adjourned until Feb. 1, their hearing on the application for approval of the reinsurance contract, which carried a provision that the sale was to be consummated on or before Dec. 31, 1948.

Mr. Zelle explained that the decision to call off the deal was a mutual agreement of both companies. He added that further negotiations for the sale of the industrial department business of Mis-

souri Ins. Co. would not be undertaken after Jan. 1, 1949, and that the deal was "off permanently."

At the hearing there was no objection by any stockholder of either company nor by any Missouri Ins. Co. policyholder to the contract of reinsurance. However, the commission decided it needed more time to consider the various documents presented for its consideration.

Financial Condition Strong

In announcing the Feb. 1 adjournment, the commission, without mentioning his name, gave consideration to the adverse publicity carried in various St. Louis daily papers concerning the past insurance and business career of Paul L. Temple of Decatur, Ill., the broker who brought the companies together, saying: "In view of the publicity given this application, the commission takes occasion to remark that nothing has come to its attention in connection with the application which in any way reflects upon the financial stability of either company, nor which should give cause for concern to any policyholder. The records indicate that the financial conditions of both Missouri Ins. Co. and United Ins. Co. are now the strongest they have been at any time in the history of the respective companies."

Plaisted to Oregon, Nelson to St. Louis

J. Denny Nelson, assistant superintendent of agencies of Aetna Life, has been appointed general agent at St. Louis, and Frank H. Plaisted, the present general agent there, has been appointed general agent at Portland, Ore., succeeding John Adams, whose resignation to enter the banking business was announced recently.

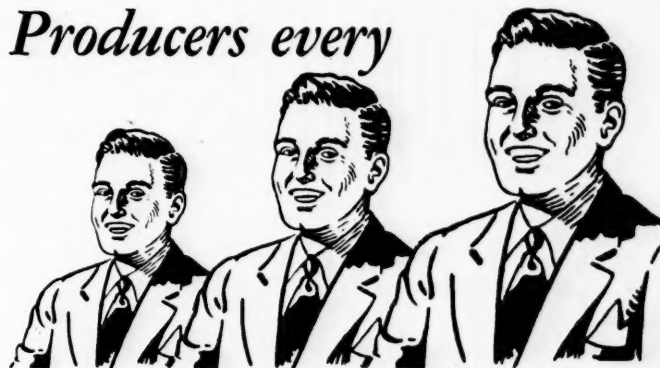
Mr. Nelson has been in life insurance for 20 years as an agent, unit manager, and home office official. He was in St. Louis with Aetna for some years before going to the home office. He will take over in St. Louis Feb. 1.

Mr. Plaisted was assistant general agent of Aetna in Chicago and general agent in South Bend before going to St. Louis.

Townshend West Md. Mgr.

Joseph B. Townshend has been appointed district manager for the western Maryland territory of the Baltimore agency of Mutual Benefit Life. He has had 25 years of selling and management experience in life insurance. His personal sales for 1948 totaled just under a million dollars.

To Provident Producers every
new prospect
looks like
this



because he is really 3 prospects!



LIFE INSURANCE* . . All modern forms of Guaranteed Rate Ordinary from birth to age 65. Substandard, Salary Savings, Annuities, and Non-Cancellable Disability combined with wide choice of Life plans.



A. and H. INSURANCE* . . Every form of Accident and Sickness coverage—including Franchise plans for five or more employees. Non-Cancellable Disability policies. Monthly Premium plans. Special Risk coverages.



HOSPITAL INSURANCE* . . Issued on Individual, Family Group (ages 3 months to 80 years) and Franchise plans. Hospital Room and Board, Miscellaneous Hospital Extras, Surgeon's Fees and Medical Care.

* All written on Group Plans (minimum of 25 employees) and on special forms designed for Railroad Employees.



PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY

CHATTANOOGA

protecting provident people since 1887

Klocksir Presents Optimistic View

(CONTINUED FROM PAGE 2)

ference will be called by the commission early in the new year.

At its meeting in New York City, the National Assn. of Insurance Commissioners approved a report of its federal legislation committee of a uniform unauthorized insurers process act for adoption by the legislatures of the several states.

At the conclusion of the meeting a special committee of five supervisory officials headed by Commissioner Forbes of Michigan went to Washington to confer with the federal trade commission on the fair trade practices problem affecting the mail order insurance business.

TAX CHANGES

Important revisions by Congress of the estate and gift tax provisions of the internal revenue code providing for a marital deduction represented mainly its intent to bring about greater equality of tax treatment as between the non-community property and the community property states.

In general, upon the death of the hus-

band or wife, the value of the property passing to the surviving spouse, to the extent that it does not exceed 50% of the gross estate reduced by deductible claims and expenses, may be used as a marital deduction in the state of the decedent. On every gift made from husband to wife, or vice versa, the value of the gift is reduced by one-half. The community property philosophy, that one-half had already belonged to the spouse, was adopted for tax purposes.

The effect of the amendments, applied to life insurance policies and annuity contracts, was made the subject of tentative regulations by the commissioner of internal revenue on Nov. 6. The details of the regulations are voluminous and were published in the "Federal Register" and in the insurance press. Finally approved regulations are awaited from the Commissioner's office.

In passing the Gearhart resolution relating to the exclusion of independent contractors, including life insurance agents compensated solely by commission, from coverage under the social security act, Congress in terms reaffirmed its intent that in order for a person to be an "employee" as defined in

the act, he must come within the common law relationship of master and servant.

The social security status of life insurance agents will probably not be determined until there is agreement in the industry on how the agents should be covered under the social security act, whether as employees or self-employed or as independent contractors.

Stettinius Report

Congress ordered and received reports on social security act revision and extension from an advisory council known as the Stettinius committee. The first part of the report dealt with old age and survivors insurance and recommended its extension to agricultural workers, employees of governmental units, local, state and federal, independent contractors, professional workers and domestic servants. The report recommended liberal increases in the monthly benefit payments and an increase from \$3,000 to \$4,200 in the maximum annual wage on which benefits are based.

The second part of the advisory council's report recommended a new coverage under the act in the event of a worker's disability. Such benefits would become available as soon as he attained the status of an employee and the formula for benefits would be similar to the one for old age and survivors insurance. A member of the committee, President M. A. Linton of Provident Mutual, and one other member, filed minority views. Mr. Linton cited the unfavorable experience of the life insurance companies that had unusually heavy claims for disability benefits in periods of adverse economic conditions.

In addition to the foregoing recommendations, Congress is expected to take under consideration a complete national health program including medical care and hospitalization. The magnitude of such a program would make it extremely costly.

PENSION PLANS

Activity in the corporate pension field has continued fairly brisk after six years of high volume business which has seen the number of firms establishing retirement benefit plans increase from 2,400 to an estimated 10,000.

This is contrary to the expectations held generally after the war when a slackening in this field was anticipated by insurance men, bank officials and pension plan consultants, as a natural development following the sustained activity caused by revision of the internal revenue code of 1942.

Where earlier efforts had centered on the formulation of new plans, the largest portion of the pension business today consists of revisions and additions to existing plans. New plans, however, were written in substantial volume estimated at 850 for the year. Most observers in this field expect this trend to be maintained because some 40,000 firms have group life insurance, thus indicating the market potential for pension trust and profit sharing plans.

The question of rewriting the definition and standard provisions of group life insurance adopted by the life committee of the National Assn. of Insurance Commissioners at Portland, Ore., in June, 1946, received further study by the committee, company organizations and the National Assn. of Life Underwriters.

At New York City in December, the life committee of the insurance commissioners submitted a report of its recommendations for changes in the definition and standard provisions concerning eligible employees for group coverage, limit of term insurance on one life, minimum number of persons covered and required notice to a certificate holder upon termination of employment within which time the conversion privilege must be exercised. The lengthy report of the committee was adopted, together with its recommendation for further study of the group definition and standard provisions.

Three years have elapsed since the

end of hostilities in World War 2. One year after the conflict's end there was a general belief that a business recession was only a few months off. Instead, a movement directly opposite occurred.

For three years the national income has moved upward, while at the same time the revenue of the government has grown and exceeded the yearly estimates of the officials in charge of its fiscal affairs. The major factors in America's economy today presage no quick ending of the inflationary forces that have determined this condition.

High commodity prices and high wages are in the vanguard of today's order. Commitments for foreign nations will continue to be high and the national defense program will be costly. The purse strings of a benign government will be loosened again. Public housing is due for a lift and old age pensions will be liberalized.

Moderate decreases in the public debt have been effected since the war's end. It is essential to good government that its budget is in balance. It is further to be hoped that despite the heavy commitments ahead, something will be left over to apply on the debt. An intriguing theory has been abroad in the land to the effect that high income, high prices and high taxes are compatible with high public debt and that such conditions will best sustain the national economy in periods of heavy business

Outlook for Life Insurance

Although a summary of year-end reports indicates that American industry has reached the peak of its post-war expansion, it may be said with reasonable certainty that there is nothing on the horizon to indicate any marked decline in any of the major influences that affect the national economy.

In view of the sustained business activity, the market for life insurance is expected to remain favorable. On the basis of the dollar's present value, the lives of the people are still inadequately insured. The size of the average policy is proof enough of the assertion. In a period in which the national income has more than doubled, the average life insurance policy has grown a little over one-half.

American life insurance companies have the inherent strength of democratic institutions. While some problems exist, none is impossible of solution. There is no apparent ceiling for private life insurance. It is destined to grow.

Good Will Retire

Lara P. Good, manager of Prudential at San Diego, has retired after more than 25 years' service. He has been ordered by his doctor to take a complete rest. Mr. Good started at San Diego in 1923 after serving in the first war and became manager there in 1930. He was in the first group to receive the C.L.U. designation in 1928 and a member of the first class to pass the L.I.A.M.A. examination. He is a past president of the San Diego association and C.L.U. chapter and was chairman of the N.A.L.U. educational committee in 1933. He served on a number of other N.A.L.U. committees.

Bonus for Aetna Employees

HARTFORD—Some 9,000 full-time employees of the Aetna Life group throughout the country will get a bonus Jan. 21, President Morgan B. Brainard announced Monday.

Additional compensation to be paid those employed before Oct. 1, 1948, will range from 3% of annual salary for those employed in 1947 or 1948 to 7.5% for those with 10 or more years service. The limit is \$500 for one person. Part-time employees will receive extra compensation based on their length of service.

Victory Life of Topeka has elected Leonard A. Sheafor, assistant treasurer and cashier, a director to succeed the late Frank S. Davis.

FIDELITY

THE COMPANY BACK OF THE CONTRACT



YOUR LIFE INSURANCE ALMANAC

The calendar of life is marked by milestones. Marriage, children, promotions, increased income, home ownership—are normal, expected human events . . . each creating new life insurance needs.

To help the client anticipate these needs is the function of the life underwriter. Significantly, 81% of Fidelity's foremost underwriters now use Fidelity Personal Estate Plans as a guiding almanac in Estate Planning.



The
**FIDELITY MUTUAL
LIFE INSURANCE COMPANY**

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA

OBSERVATIONS

Useful but Sometimes Baffling

The reference to "ADD" coverage in a recent item in THE NATIONAL UNDERWRITER on the Ford Motor Co.'s group insurance program baffled an agent, who wrote his home office to inquire what the initials stood for. For the benefit of others not in the group field, the abbreviation stands for "accidental death and dismemberment," which is quite a usual part of group programs and often referred to by group men as "ADD."

This incident serves to illustrate how specialized the life insurance business has become. Not only does it have a language of its own as distinguished from other branches of insurance but even within its own pale there are specialized fields that have their own esoteric phraseology. It also serves as a reminder of the extent to which initials are used as convenient handles much like agencies of the federal government. And like the federal agencies alphabetical nicknames, many of the life insurance appellations are used in speech as well as in writing. We have the L.I.A., the N.A.L.U., the N.A.I.C., the L.I.A.M.A., the L.A.A., the A.L.C. and the N.F.C., to name only a few.

Any new development quickly gets an alphabetical tag, though sometimes it takes a while for one or another designation to win out. For example, the state cash sickness benefit plans such as have been enacted in Rhode Island, California, and New Jersey, were first known as "C.S.B. plans" but later became known as "U.C.D." plans, the initials standing for unemployment compensation disability. Now it looks as if the New Jersey designation, temporary disability benefit, abbreviated to T.D.B., might entirely supersede the others.

In some cases even the abbreviations are abbreviated. Life Insurance Assn. of America is symbolized by "L.I.A." instead of "L.I.A.A." Life Insurance Advertisers Assn. becomes "L.A.A." "L.I.A.M.A." tends to become shortened to "A.M.A." although not in this publication, because of the likelihood of its being confused with American Management Assn. and the American Medical Assn., both of which come in for occasional mention in insurance periodicals. If this trend continues, perhaps some day each organization will be known by a single initial, although three-letter combinations seem to be the favorite.

Entry for Government Camel?

There are a certain number of insurance people who fear that Blue Cross may prove the avenue down which the government will project itself into accident and sickness coverage. These point out that Blue Cross leaders from time to time have indicated a willingness to ac-

cept government subsidies to ease the financial dilemma in which some of the plans find themselves. The insurance people fear that if such government aid were forthcoming it would be but a short step to converting the entire Blue Cross system into a government branch.

Needn't Have Braced Themselves

Surprise was evidenced by many of those attending the New York meeting of the National Assn. of Insurance Commissioners at the mildness of the amendments made by the life committee to the group definition. Most of the changes made were little more than editorial and those which will actually have an effect upon the conduct of group business were changes that have been agreed upon by all parties concerned many months ago. As one spectator at the meeting put it, "I don't exactly know what we expected in the way of changes to the definition, but after the number of hearings and the great amount of talk on the subject, we would not have been surprised by stronger changes and a few more startling developments."

'48 Death Rate May Be Record Low

Life insurance policyholders have had a good health year in 1948, possibly setting a new record, the Institute of Life Insurance reports, in spite of a poor start in the early months.

The 1948 improvement has been accomplished in the face of increased death rates from heart diseases, cancer and diabetes, the three leading causes of death. These three alone accounted for well over half of the year's deaths.

Heart diseases in all their broad range are again the No. 1 cause of death. Nearly one-third of all the year's policy death claims, or some half million of them, were due to death by cardiovascular and renal diseases.

The year has seen reductions in the death rates for tuberculosis, influenza, accidents and children's diseases in spite of a measles epidemic. Tuberculosis death rates were at an all-time low and the disease now causes only about 4% of all deaths.

NEW LOW, SAYS DUBLIN

NEW YORK—The 1948 death rate will establish a new low in the United States with a figure of slightly below

10 per 1,000 population, according to Dr. Louis I. Dublin, second vice-president and statistician of Metropolitan Life. The American people never were healthier than in 1948, in spite of a large increase in the number of infants and the rise in the proportion of old people, both of which tend to increase the total death rate. Mortality rates in 1948 fell at every age period of life, he stated.

The death rate from many diseases touched new low levels and tuberculosis deaths went down to almost 30 per 100,000, a reduction of about 40% in 10 years. The death rate from pneumonia was approximately 10% under the previous low in 1947 owing largely to the increasing use of sulfa drugs and penicillin. Mortality from chronic diseases of the heart, cancer and diabetes showed little change in the aggregate from the 1947 figure.

Jeanes Takes In Son John

Otto A. Jeanes, sole Chicago general agent of General American Life, has taken his son John F. into the agency as brokerage manager. The son has just been graduated from the life insurance marketing institute at Purdue University. Before war service in the army signal corps, he attended Notre Dame for two years.

ALWAYS ROOM AT THE TOP

The LNL career underwriter with ambition to become a General Agent knows there are opportunities aplenty right with his own company. He knows this because 40 of the company's general agents have been promoted from the ranks. There's always room at the top with The Lincoln.

Lincoln National's promotion policy provides another reason for our proud claim that *LNL is geared to help its field men.*

Its Name Indicates Its Character

The
LINCOLN NATIONAL
LIFE INSURANCE COMPANY

Fort Wayne 1, Indiana



Would Repeal Exemption

WASHINGTON—The House small business committee is submitting to the new Congress 16 recommendations for amending the anti-trust laws and administration, particularly federal trade commission.

Recommendations include repeal of alleged exemption of insurance companies from the anti-trust laws.

Dr. Snow Retires

Dr. Morton Snow, medical director of Massachusetts Mutual Life, has retired after 46 years of service. He joined the company as a medical examiner in Chicago. He became medical referee in 1908, with headquarters at Nashville for several years. He went to the home office in 1912 as medical inspector, becoming medical director in 1917. On his final day at the office he was presented an illuminated testimonial bearing the signatures of his luncheon companions.

EDITORIAL COMMENT

The Defense Must Be Well Grounded

Recently an insurance speaker based his case against extension of social security on the grounds that social security is of foreign origin and not in accord with the "American way." He contented himself with pointing out that social security was started under Bismarck in Germany and inferred that as a "foreign importation" it was so obviously "un-American" and "non-American" that it was automatically undesirable.

This is an extreme example, of course, but far too common are similar vague and emotional arguments which can do the cause of private insurance more harm than good. The times challenge insurance to represent its cause intelligently. If the insurance speaker is opposed to legislation or a condition, he must offer convincing, fact-founded arguments.

As it was, the lazy reasoning of this insurance man left him wide open. Worse than no argument is an unsupported charge that a thing is "un-American". The opposition can quickly confound this by asking: "Who is to judge what is American and what is

un-American? No particular class or enterprise has a monopoly on Americanism." The speaker's words fizzle away into nothing upon reflection that a great many things by which we live are of non-American origin. Christianity, democracy and insurance did not start in America.

There certainly are a number of valid reasons that could be advanced against broadening of social security which would lend credible support to this speaker's point of view. The American insurance industry has many points of demonstrable superiority over any other methods of providing for the social security of the individual. The people and their representatives want to know of these points and will listen to them if they are presented forcefully, calmly and intelligently. But the one sure way to cause the public and its representatives to stop up their ears is to resort to glib and easy emotional catch-words and phrases that are hackneyed and factually insupportable. To employ such clichés is to borrow a propaganda technique from the portfolio of the fellow traveler.

A Difficult But Important Challenge

Insurance people are aware that the success of the Chicago hospital admission plan calls for continuous performance of the considerable responsibilities imposed upon the insurance company, the hospital and the employer. Because they have much to gain from the success of the plan, insurance men are watching with particular vigilance those points at which they feel negligence or friction might develop.

Perhaps the most important single cog in the whole plan is the contact person who is to be called by the hospital clerk to ascertain whether the applicant for admission is a certificate holder and what his coverage is. Except where the contact is in the office of the insurance company itself, as will be permitted in some cases, the insurer does not have too much control over selection of personnel for this job and can do little more than make recommendations to the assured.

It is the natural inclination of the employer to regard the insurance contact post as a routine clerical duty which can be assigned to an inexperienced or unskilled clerical worker with many other jobs to do. This is what the insurance people will try to forestall. They fear that the contact will be the type of per-

son who drifts from job to job and that when he quits, it will be several days before a successor is designated. Failure of the employer to designate a new contact immediately, to train this employee in the job, and to notify the hospital right away of the change in name of the contact, could result in serious difficulties for an employee seeking admission to the hospital. If this sort of thing happened very often, the hospital clerical staff would be upset and hospitals would rain complaints upon insurers. The scheme is so dependent upon the good will of hospitals and employers that such a situation might seriously handicap the Chicago plan.

A possible point of trouble over which the insurer has more direct control lies in changes in groups, either through new coverages or additions of personnel. In such cases, it is the immediate responsibility of the insurer and employer to see that the contact knows of these changes and to notify the Chicago Hospital Council of the changes where the master file maintained at council headquarters for each group is affected.

So anxious are insurers to make the plan succeed that they are bending over backwards to ease the task of hospital

admission clerks. There is nothing in the plan that makes it mandatory for companies to provide certificate holders with identification cards. However, most insurers are providing this card, because it is much simpler for a clerk to check a group and a name if he has a card presenting this information to him. A card is valuable in cases where the employee has been seriously injured.

There is nobody who pretends that

the plan is absolutely foolproof and it is expected that some "bugs" will develop. It is hoped to iron these out in the first six months and to use the plan as a standard for similar advances elsewhere in the nation. Detroit is mentioned as a possible next stop. It is possible that there, as in Chicago, one of the Knight newspapers will apply the kind of editorial prodding that proved successful in Chicago.

PERSONAL SIDE OF THE BUSINESS

Angus Chassells, former prominent Chicago broker, and past secretary of Insurance Brokers Assn. of Illinois, has returned to that city after several years' sojourn in Brazil. He left Chicago in 1945, for a time instructed American soldiers in radio communications in the U. S., then was drafted by the Brazilian government in similar work. Since the end of the war he has been an inspector for Sul America Companhia Nacional De Seguros De Vida of Rio de Janeiro stationed at Sao Paulo. This is a life company of that country. Mr. Chassells contemplates returning to the general and life insurance business in Chicago.

Commissioner George A. Bowles, Virginia, spent the Christmas holidays on his country estate in Coochland county near Richmond.

Everette S. Francis, associate actuary of the Virginia department, announced the birth of a son Dec. 22. Mrs. Francis is the former Jacqueline Renaud of Paris, France, and Mr. Francis made a special trip overseas in January to claim her as his bride. He met her when he was with the American armed forces.

J. D. Grannis, Milwaukee general agent of Penn Mutual Life, was elected treasurer of the Exchange Club, service organization of young business and professional men.

John Fisher, vice-president of Insur-Omedic Life, is the father of a daughter born Dec. 15. The new baby is a granddaughter of President Pioneer Fisher of Insur-Omedic. There are four generations of Fishers, the baby's great grandfather being 84.

Frank H. Garrott, in charge of Pacific Mutual's mortgage loan department in Dallas, will retire under the company's retirement plan after 20 years' service.

E. G. MacDonald, district manager at Sheboygan, Wis., for Equitable Society, was honored by associates and company officials at a dinner in which his semi-retirement was announced. Lee Wandling, agency manager, and Thomas Attridge, group supervisor, both of Equitable Society, attended from Milwaukee, and a number of Wisconsin district managers were present. A telegram of congratulations was read from Walter L. Gottschall, director of agencies, midwest division, Chicago, and Mr. Wandling, Carl W. Roth of the Sheboygan staff, and Walter J. Pfister, city editor Sheboygan "Press," lauded Mr. MacDonald for his contributions over 29 years in the business.

A message from Roman Vetter of Madison, president Wisconsin Assn. of Life Underwriters, also praised Mr. MacDonald as one of the founders and

past president of that group. On behalf of the associates, Mr. Roth presented a gold wrist watch, and Mr. MacDonald responded.

Edwin E. Besser, general agent of Lincoln National Life in Chicago, has become a grandfather with the birth of a son to Mr. and Mrs. Walter E. Dickey in St. Luke's hospital at Chicago. Mrs. Dickey is the former Frances Besser and Mr. Dickey is connected with the James White Paper Co. The baby boy weighed 7 pounds 8 ounces at birth.

Walter C. Leck of the Nothhelfer & Leck agency of State Mutual Life, Chicago, has been elected an honorary member of Illini Insurance Society of University of Illinois in recognition of his activities in behalf of insurance education. The society, a student organization with the motto "Bridging the Gap Between Classroom and Field," elects an honorary member each semester. Mr. Leck graduated at Illinois in 1934.

G. E. Ensign, agency manager of Bankers Life of Iowa at Cleveland, gave the induction speech at the second anniversary of the Mantua Rotary Club. He was a sponsor of the club at its inception.

Arthur R. Massa, associate general agent of Connecticut Mutual at Cincinnati, was honored at a luncheon given by his associates on his 30th anniversary with the company. Only six other representatives of the company nationwide have sold more insurance than he. He is a trustee of Good Samaritan hospital, past chairman Ohio state amateur boxing commission and active in civic and charitable enterprises.

DEATHS

Hyman Schrank, 64, who for 38 years was associated with Metropolitan Life, died in Lakeside hospital at Cleveland.

Clarence A. Cooper, 38, agent of Penn Mutual at Des Moines, died unexpectedly Dec. 23 from a heart attack. He had been in good health. Mr. Cooper was a member of the Des Moines agency for the last 13 years, except for four years' service as an officer in the navy during the war.

Harry M. Maull, 63, father of Mayor H. E. Maull of Lewes, Del., and a retired agent of Prudential, died there.

Byron A. Barlow, Equitable of Iowa, Cedar Rapids, formerly general agent of the company there, died after having been with Equitable 31 years. For five years before joining Equitable he was with Connecticut Mutual at Ottumwa and before that was in Y.M.C.A. work

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for many years. His general agent, O. A. Anderson, sent out an "In Memoriam" message to agency representatives and friends of Mr. Barlow.

Leslie R. Nicholas, Sr., field training director and agency secretary of Guard-

ian Life at the home office, died in Port Chester, N. Y., where he resided, following an illness of several months. He moved to New York from Jacksonville, Fla., three years ago where he was the company's agency manager for a number of years.

Mr. Nicholas was born in Florida June 31, 1902, and reared in the south where he received the B.S. and M.S. degrees in commerce at Georgia Tech. He also won a law degree from Columbia University and was certified as a C.P.A. in New York state.

During the war Mr. Nicholas was a barrage balloon and personnel officer, rising to lieutenant-colonel and being separated as a full colonel.

He was past president for several terms of the Lions Club at Jacksonville and also former head of the Jacksonville Life Underwriters Assn. Mr. Nicholas in addition was an instructor in the C.L.U. classes there. He was one of the first C.L.U.'s to win the designation in Jacksonville and one of the few men to pass simultaneously all of the five examinations leading to the C.L.U. degree.

W. I. Mannes, 61, agent of New York Life, died at his home at Albany, N. Y.

Douglas J. Miller, 61, 37 years an attorney for Travelers in New York City until he retired last year, died at Port Chester, N. Y.

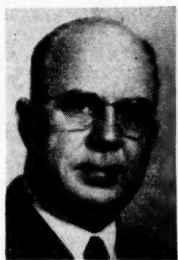
Roy Kenyon, 45, manager at Grand Rapids, Mich., of Home Life, was killed in an airplane accident. His pilot, Russell J. Herp, veteran Grand Rapids flying instructor, also died in the crash. They were on their way to Traverse City.

Mr. Kenyon, who qualified this year

for the Million Dollar Round Table, joined Home Life in 1936 and established its first agency at Grand Rapids.

Charles A. Woods, 73, organizer of the Reliable Life Insurance Co., which was later reinsured by Missouri Life, died in Indianapolis on Dec. 27. He had been engaged in the insurance business in that city for about half a century, being retired, however, at the time of his death.

Arthur E. McCann, 52, manager at Manchester, Conn., of Prudential, died suddenly at Enfield. He was returning home by car from Springfield, Mass., when he was taken ill and died before medical aid could be summoned. He had been with Prudential for many years.



L. R. Nicholas, Sr.

New Jersey TDB Booklet

Unemployment compensation commission of New Jersey has prepared a pamphlet describing the state's temporary disability benefits law which is being distributed to workers by the commission through employers.

It is written in non-technical style and places emphasis on the rights of workers. In the foreword Governor Driscoll writes that the coupling of a state plan with alternative private plans "makes the new law more complicated than it otherwise would be, but this is a price which I hope you will find well justified by the freedom of action which is yours." After Jan. 1, 1949, unemployment compensation commission takes the title of division of employment security, department of labor and industry.

Helps Jury Set Damages

R. Earle Greenlee, Baltimore agent of Fidelity Mutual Life, was recently called into court to help a judge and jury determine the amount of damages to be awarded to the wife of a man who was killed in an automobile accident. The attorney for the widow asked him how long a man 51 years old was supposed to live and the cost of an annuity to pay a man of that age \$1,000 a year for the rest of his life expectancy. The jury brought in its verdict for the amount he quoted for the annuity.

Xmas Bonus \$314,000

Nearly \$314,000 was paid to employees of Continental Casualty-Assurance in Christmas bonuses. It constituted one-quarter or one-half month salaries, according to length of service and subject to a maximum limit, for full time employees and a special consideration for part-time employees with the companies since July 1 or before.

Les Thirston, Confederation Life, Bronte, Can., recently completed 1,000 weeks of continuous app-a-week production. The company has issued a booklet about his career, entitled "Les Thirston of Bronte."

Herman Van Maanen, assistant secretary of Reserve Loan Life, has been elected vice-president of the Dallas Mortgage Bankers Assn.

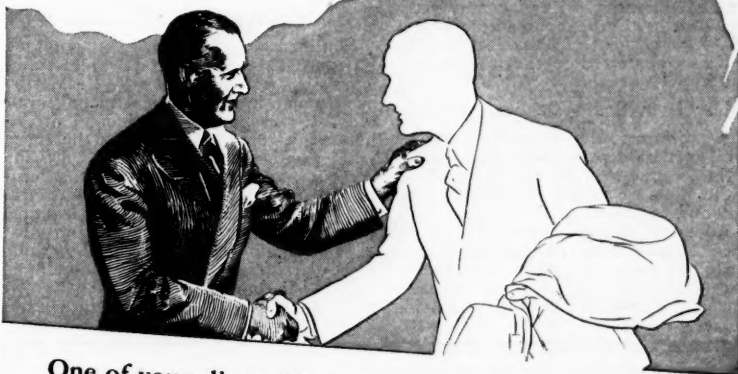
Wharton to Maine for Mutual Benefit

The Portland, Me., agency of Mutual Benefit Life will be managed by Howard E. Wharton, who succeeds Harold D. Moore. Mr. Moore has asked to be relieved of management duties and will devote his activities to his personal clients.

Mr. Wharton has been for 41 years with Mutual Benefit. For the past 10 years he has held official posts at the home office. As an auditor he has visited every agency in the company and has frequently acted as "emergency manager" when agency management changes have occurred.

Following two years as manager at Minneapolis, he was appointed assistant comptroller in 1939. His latest post was assistant director of agency finance.

WHAT CAN THE EXTRA MAN* DO FOR YOU?



One of your clients has just purchased a home and wants to be sure that the mortgage will be paid and the home made secure for his family in the event of his death. Naturally, this can be accomplished with a straight life policy or with some kinds of straight term, but there is a better way.

Connecticut General offers mortgage protection that really fits the case with a decreasing term contract exactly suited to cover an amortizing mortgage . . . standard or sub-standard.

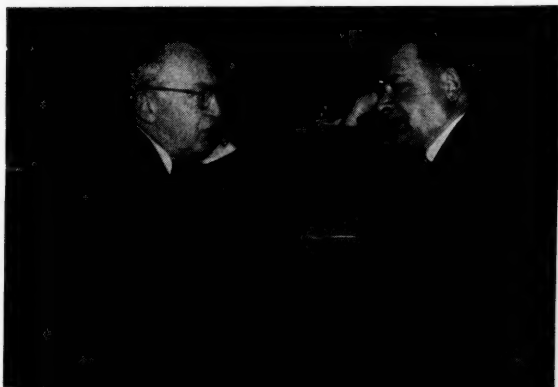
* The EXTRA MAN typifies the specialized help that you as a broker can secure from your nearest Connecticut General office. The example above is one of many ways that the EXTRA MAN can help you build or conserve business.

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LIFE INSURANCE COMPANY
HARTFORD, CONNECTICUT



**BETTER SERVICE
THROUGH BETTER MEN**
LIFE INSURANCE, ACCIDENT IN-
SURANCE, HEALTH INSURANCE
AND ANNUITIES. ALL FORMS OF
GROUP INSURANCE AND GROUP
ANNUITIES. PENSION TRUSTS.
SALARY ALLOTMENT INSURANCE

Luminaries at N.A.I.C. Gathering



As seen by Harry Fuller's camera at N.A.I.C. convention at New York—Above: Ralph Alexander, Pennsylvania deputy, and E. I. Taylor, vice-president and general counsel of Aetna Fire.

Below: Commissioners Harrington, Massachusetts; Frank Sullivan, Kansas; W. A. Sullivan, Washington, and Allyn, Connecticut.



AMONG COMPANY MEN

Five Named to High H. O. Posts With Travelers

Five staff appointments were announced this week by Travelers.



C. O. Shepherd

Millard Bartels was named vice-president and general counsel; C. C. Clothier, vice-president of the claim departments; Raymond C. Dimon, vice-president in charge of the life department, and Clinton O. Shepherd, vice-president and actuary.

William A. Smith was appointed assistant secretary of the home office administration department.

Mr. Bartels, who has been general counsel since 1945, is a law graduate of Cornell University. He went directly from college to the compensation and liability department of Travelers in 1929 and was transferred to the law department in 1933.

Clothier from South Dakota

Mr. Clothier has been secretary of all claim departments since 1945. He is a graduate of the law school of the University of South Dakota and was a practicing attorney at Mobridge, South Dakota, when he joined Travelers as an investigator at Omaha in 1919. In 1920, he went to Ponca City, Okla. as adjuster for Oklahoma and Texas. In 1926 he was made

adjuster in Chicago and in 1940 manager of the casualty claim department for metropolitan New York. He went to the home office in 1943 as manager of the casualty claim department.

Mr. Dimon joined Travelers in 1921 in the life, A. & H. claim department and later became a member of the life department. He was named assistant secretary of the life department in 1926 and secretary in 1946. He is a graduate of Yale University, 1917.

Mr. Shepherd was named actuary of Travelers in 1944. After experience in actuarial work in the middle west, he joined Travelers in 1934 and was appointed actuary of the life department the following year. He is a fellow of Actuarial Society of America and American Institute of Actuaries.

Mr. Smith has been assistant purchasing agent since 1946. He joined Travelers in 1937 in the fire accounting department. In 1941 he joined the army and rose to the rank of lieutenant colonel. He returned to Travelers in the purchasing department.

Continental Advances

B. T. Meays, J. H. Rader

Continental Assurance has appointed Barton T. Meays director of field training. He succeeds Robert B. Beck, who has become life department manager for the Bray agency of Continental at Albuquerque, N. M. Mr. Meays has been with Continental's educational division for six months. He entered the business in 1927 upon graduation from Syracuse and has held personal production, management and sales training posts.

John H. Rader, who has been working with Mr. Meays, has been appointed associate director of field training. He went with THE NATIONAL UNDERWRITER

as statistician in 1922, later becoming life insurance statistical editor. He has more recently been with Union Central Life and Charles D. Spencer & Associates, Chicago.

Berkshire Life Promotes Eight

Berkshire Life has made these promotions: Merrill R. Tabor, assistant secretary since 1943, to secretary.

Gardner F. Knight, actuary, to vice-president and actuary.

Dr. Frank Harnden, medical director, to vice-president and medical director.

Hiram S. Hart, assistant director of agencies, to superintendent of agencies, a newly created post.

Jesse H. Carpenter, assistant secretary since 1931, to 2nd vice-president in charge of lay underwriting.

Elgin R. Batho, assistant actuary, to associate actuary.

W. Rankin Furey, vice-president and director of agencies, will continue to be responsible for the operation of the agencies as vice-president and will assume some executive duties assigned by the president. The titles director and assistant director of agencies will be discontinued.

G. Dewey Hynes, vice-president and treasurer, was elected a director.

Burns Director of Agencies of Western & Southern Life

W. O. Burns, vice-president of Western & Southern Life since 1942, has been appointed director of agencies as well as directing the five regional divisions under W. J. Williams, field vice-president.

Starting at Lafayette, Ind., in 1925, he was promoted to associate manager at Indianapolis in 1926 and became manager at Terre Haute in 1931. He also served in that capacity at Muncie, Springfield, Ill., and Chicago before becoming superintendent of agencies in 1938.

Swisher Field Supervisor for Equitable, Ia.

Stephen A. Swisher becomes home office field supervisor of Equitable Life of Iowa. He started as agent with Equitable at Des Moines in 1940. Mr. Swisher was in the army nearly five years, coming out as a captain.

He returned to the Des Moines agency and in the last 34 months has paid for over \$1 million of new business.

MANAGERS

Name Committee Heads for Indianapolis Meet

Committee chairmen for the mid-west management conference in French Lick, Ind., April 28-30, have been named by Claude C. Jones, Connecticut Mutual, general chairman of the meeting, which is sponsored by Indianapolis General Agents & Managers Assn. The chairmen are: Arrangements, Russell Simpson, Aetna; program, Paul Speicher, R. & R.; entertainment, Ray Patterson, Penn Mutual; golf, Paul Williams, Aetna; attendance, O. E. Hammond, New York Life, and Robert W. Osler, Rough Notes.

Pontiac Managers Organize

Pontiac (Mich.) Life Managers Assn. has been formed with George Kimball as president. Vice-president is Harold Brokaw, and secretary, W. A. Pollock.

Salt Lake Managers' Party

Utah Life Managers held its annual Christmas party at Salt Lake City. Robert E. Florian, Aetna Life, was toastmaster. President E. F. Davy presented

certificates of appreciation to past presidents extending over a period of 18 years.

Mrs. Kenneth W. Cring, wife of Pacific National Life's superintendent of agencies, talked on the important part the wife of a life insurance man plays in aiding her husband to attain his goal. Bridge and dancing followed the dinner and program. D. C. Stephens, Security Life & Accident, headed the committee on arrangements.

San Antonio Managers Elect

San Antonio Life Managers Club has elected W. E. Vincent, Southern Life & Health, president; G. Archie Helland, Connecticut Mutual Life, vice-president; Ralph Durkee, Equitable Society, secretary. Directors are: Arthur Lindberg, New York Life; Ed Coffee, John Hancock, and L. C. Bradley, Fidelity Union Life.

ASSOCIATIONS

Double-Barreled Sales Congress Is Planned

The 1949 sales congress of Oklahoma Assn. of Life Underwriters will be held Jan. 28-29. The first day's sessions will be in the Mayo hotel at Tulsa and the second day in the Skirvin hotel at Oklahoma City. The same program will be presented at the two meetings except for the luncheon program. F. P. Johnson of Tulsa is president. The opening address will be given by Noel Welsh, district manager of Metropolitan at Tulsa. The second number, labeled "The Southern Methodist Life Insurance Marketing School Hour," will be presented by a panel headed by Charles Gaines, district manager of Great National at Dallas, former assistant director of Southern Methodist University life insurance marketing school. His assistants will include three graduates of the school, C. H. Killen, New York Life, San Antonio; J. S. Lowery, General American, Kansas City, and Dick Trent, Massachusetts Mutual, Oklahoma City. The morning session will close with a talk by C. O. Fischer, vice-president Massachusetts Mutual.

In the afternoon session, Newman Long, State Mutual, Dallas, and Harry S. Redinger, general counsel Fidelity Mutual, will speak.

The speaker for the luncheon meeting at Oklahoma City will be the Rev. William Alexander.

J. E. Rutherford Addresses Nashville Association

NASHVILLE — The agent must be so good in his job that the American people will rise up and demand the maintenance of the American agency system, James E. Rutherford, executive vice-president of National Assn. of Life Underwriters, told Nashville Life Underwriters Assn. He said that future effort would be toward improving the quality of the agent.

Mr. Rutherford said good business, opportunity for self-improvement, and greater public prestige are in store for the agent but that good business would not come as the result of good times necessarily but because the agents are going to work harder and with an "evangelistic fire" to give more people the only answer to financial security in these days of high prices and high taxes. Mr. Rutherford expressed the hope that the government could be gotten out of the life insurance business, that mail order and savings bank insurance would be stopped from spreading, and that more states would pass laws to place greater emphasis on full-time, qualified and well-trained agents.

Qualification Bill in Tenn.

MEMPHIS — An agents' qualification law similar to that in force in 22 states will be introduced in the Tennessee leg-

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INSURANCE COMPANY

OF TENNESSEE

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islature, James E. Rutherford, executive vice-president of N. A. L. U., announced at a joint meeting of Memphis Assn. of Life Underwriters, General Agents & Managers Assn. and Quarter Million-Dollar Round Table. Charles T. Clayton, president of the managers association, presided.

Schwemm in Two Talks

Earl M. Schwemm, Chicago manager of Great-West Life and past president of the Illinois Assn. of Life Underwriters, will address the Racine-Kenosha association at a luncheon meeting in Kenosha, Jan. 7 on "Sales Opportunities for 1949," and the Grand Rapids association at a luncheon Jan. 14 on "Our Sales Allies for Alert Selling."

Pittsburgh—C. F. Lancaster, manager for Prudential at Tarentum, Pa., is scheduled to address a meeting at Butler, Pa., Jan. 6 on "The Future Belongs to Those Who Prepare for It."

Sheboygan, Wis.—Hugo Kaems, trust officer Bank of Sheboygan, spoke on "Estate Planning" at the monthly dinner meeting. President Roman Wagner announced that Richard E. Imig, New York Life, national trustee, had been given honorary life membership in the newly organized Wisconsin Insurance Society at University of Wisconsin.

Washington—The District of Columbia Association announces speakers for several monthly meetings. Besides Clifford Orr, president of N.A.L.U., scheduled for Jan. 19, others are: Feb. 17, Gullford Dudley, Jr., vice-president Life & Casualty; March 17, Nathan P. Paulus, million dollar round table member, John Hancock, La Fayette, Ind.

The advance program also lists for April 28, the Baltimore-Washington joint sales congress, to be held at Baltimore. **St. Joseph, Mo.**—Weldon Dillener, New York Life, president of the Missouri association, spoke on the increasing regard in which the agent is held by the public and the advantages to the agent of membership in local state and national associations. He outlined some of the many things that these organizations have accomplished.

Wheeling—Dr. Kenneth C. Spaulding, dean and professor of economics and sociology at West Liberty State College, spoke on "The Larger Aspects of Human Security." He complimented the association in providing human security in all its phases. The Wheeling association has been conducting a membership campaign under the direction of C. Loring Van Camp, Northwestern Mutual. Membership is now 106 as against 61 last June.

LaPorte, Ind.—Clifford E. Hoenk of South Bend spoke on "What I Think About Life Insurance Business."

SALES MEETS

Program Is Given for N. W. Mutual's Eastern Regional

Edmund Fitzgerald, president of Northwestern Mutual Life, will speak on "What Are the Facts?" at the opening session of the company's annual eastern regional meeting at the Waldorf-Astoria hotel, New York City, Jan. 3-4. He will review the company picture of the last year and discuss trends for the coming year.

Another feature Monday morning, when C. E. P. Crauer, Poughkeepsie, N. Y., will be chairman, will be the presentation of a life insurance drama, "The Ordeal of Richard Roe," written by Laffin C. Jones, assistant director of agencies. The play, with a cast of Northwestern eastern representatives, will demonstrate life insurance in action by contrasting the personal relationship of a life insurance security plan for a wife and children with the impersonal machinery of the law in the event the father and husband dies intestate.

At noon a friendship luncheon will be held for all those agents who have been members of the Northwestern agency organization less than two years. Robert E. Wiemer, New York special agent, will be chairman. A district agents' luncheon will hear Deal H. Tompkins, Charleston, W. Va., discuss "Wires and

Mirrors." Stanley S. Trotman, New Haven, will preside.

H. K. L. Hurrelbrink, Jr., Baltimore, will preside Monday afternoon when Mayo Adams Shattuck, prominent Boston attorney, will speak on "From One Member of the Estate Planning Team to Another." Paul Speicher, Insurance R. & R., will talk on "Thinking Big in 1949." The annual dinner-dance will be held that night in the grand ballroom, with Howard J. Tobin, vice-president, as toastmaster.

Tuesday morning's session will have Jason E. Stone, Jr., Philadelphia, as chairman. A forum on "1949 Ideas on Parade" will be conducted with these participants: K. J. Hackett, Stamford, Conn.; Leonard Mordecai, Boston; P. F. Kamens, Pittsburgh; John Propis, Buffalo, and R. L. Powell, Philadelphia. Other speakers at the session will be Solomon Smith, Boston, discussing "The Plan's the Thing," and Royall R. Brown, Winston-Salem, N. C., "This Business of Mine."

The luncheon in the grand ballroom Tuesday noon will conclude the meeting. Herbert L. Smith, Harrisburg general agent, will be chairman. The closing speaker will be Grant L. Hill, vice-president and director of agencies, whose topic will be "A New Year—A New Opportunity," and who will review the highlights of ideas advanced by the successful producers who participated in the program of the meeting and discuss the opportunities that lie ahead for the career agent who is willing to do an aggressive selling job.

Homesteaders Has Regional

Homesteaders Life held its first regional meeting since mutualization for two days at Denver, with 21 agents in attendance. H. Baird Whitaker, regional manager for the Rocky Mountain states, presided. Plans for increased activities were discussed by Executive Vice-president Paul N. Mantz and Superintendent of Agents C. A. Everett. Mr. Whitaker was host at a luncheon and dinner.

Tucker Agency Conference

Field representatives of the C. C. Tucker agency of Central Life of Iowa

at Wausau, Wis., attended an all-day sales conference. Participating was Carl Zimmerman of the home office agency department. Afterward, wives of agents and members of the office force joined in the Christmas dinner party.

COMPANIES

Great-West Hits New High in Nov.

The annual president's month contest of Great-West Life in November set a new all-time monthly production record of \$21,553,099. For the year to date Canadian branches are 3.3% ahead and United States agencies are 10.6% ahead.

The Winnipeg branch won the contest with more than \$2,100,000. The Chicago branch placed second, while retaining its leadership of the company's branches on a year-to-date basis with \$21,376,210 to the end of November.

Nine branches had their biggest months in history during November.

Western Mutual Starts, Succeeding North Star

Western Mutual Life Jan. 1 will succeed North Star of Moline, Ill., fraternal, which has operated for 49 years on a legal reserve basis. With the changed name and the mutualization, the new company announces a complete new line of policy contracts and some special policies, all based upon the new CSO table.

Much progress has been made in organization and development of a new sales force. A three-day training school will be held at the home office early in January to introduce the new policies and copyrighted merchandising program that is being used by the sales department, of which Verne B. Travis is sales manager.

Officers of the old society continue in their respective offices in the new company.

Midwestern United Writing Business at Fast Pace

Midwestern United Life of Fort Wayne, since obtaining its license Aug. 5 has written more than \$4½ million and paid for \$3.3 million. President Phil J. Schwanz believes this to be a record for a company not connected with a farm bureau, lodge or similar organizations. Ralph Clingaman, general agent at Maryland, Ind., has hired more than 20 agents since he joined the company Sept. 2 and has sold more than \$900,000.

Mr. Schwanz was formerly agency director of Standard Life of Indiana and is a member of the Million Dollar Round Table. Other officers are: Sam W. Fletcher, vice-president; B. W. Hartman, secretary; John Havrilla, treasurer; Emmet E. Smith, superintendent of agencies, and Dr. Raymond J. Berghoff, medical director. All of these officers are also directors.

Gives Party for Employees

Shenandoah Life's home office gave a party for employees and distributed Christmas bonus checks totaling \$6,000 to 109 of them, amounts being based on length of service.

Contract for the construction of a new home office building for National Home Life of St. Louis has been let. The building is to be two stories of brick and concrete construction.

More Quarter-Century Men

At a Christmas party with 534 in attendance, largest in the history of the company, nine new members were added to Provident Life & Accident's Home Office Quarter Century Club, making a total of 23. New members were introduced by W. C. Cartinhour, vice-president and secretary, with Dr. C. R. Henry, medical director, serving as master of ceremonies. President R. J. Maclellan delivered a brief welcome address.

George E. Ray, Dallas attorney, addressed the Fort Worth Trust Council on the proposed new federal estate and gift tax regulations.

AMERICAN UNITED OFFERS THE IDEAL PERSONAL PRODUCER'S CONTRACT

*Based on the principle of
"High Pay for a High-Grade Job"*

- ★ LIBERAL FIRST-YEAR COMMISSIONS
- ★ LARGER RENEWALS, VESTED FOR NINE YEARS
- ★ SERVICE FEE AFTER THE TENTH YEAR
- ★ RETIREMENT PAY AFTER AGE 65

American United Fieldmen Enjoy...

- ★ A complete kit of modern policy forms to meet every prospect's vital needs.
- ★ A Home Office that knows the agent's problems and helps him solve them.
- ★ An Underwriting Department handling sub-standard cases up to 500% mortality.
- ★ A placement average of 84% on business issued with extra ratings.

— Address the Agency Department for details —

AMERICAN UNITED LIFE INSURANCE COMPANY

Established 1877



Indianapolis



LIFE AGENCY CHANGES

Three Named by Mass. Mutual

Massachusetts Mutual Life is making several general agency changes Jan. 1.



J. E. Bromley

John E. Bromley, co-general agent at Battle Creek, Mich., with Charles S. Jones, becomes sole general agent following Mr. Jones' retirement. Robert L. Woods of the John W. Yates agency at Los Angeles, becomes a general agent there, continuing his association with Mr. Yates, who remains in direct charge of the agency. Clarence E. Liemandt becomes general agent at Duluth, succeeding John Shambau, who retires, becoming general agent emeritus.

From 1929 to 1935 Mr. Bromley was a Northwestern National Life agent, and in 1935 became an agent for Connecticut Mutual Life. In 1943 he was appointed co-general agent with Mr. Jones for Massachusetts Mutual at Battle Creek. A substantial personal producer, Mr. Bromley was a member of the Million Dollar Round Table in 1947 and 1948. He is a C.L.U.

In the Battle Creek Life Underwriters' Assn. he served as president and was vice-president of the Michigan association. For two years he has been chairman of the Battle Creek community chest drive and has also officiated at

high school and college basketball and football games. He graduated from Albion College in 1929. He received his letter in basketball.

Mr. Jones joined Massachusetts Mutual 31 years ago as general agent at Battle Creek. He is past president of the company's general agents' association. After his retirement, Mr. Jones plans to spend his winters in Florida and summers in Battle Creek.

Mr. Woods' Career

After graduating from University of California at Los Angeles in 1934, Mr. Woods entered the Yates agency as a clerk in the new business department. In 1935 he was transferred to San Francisco as assistant manager. In 1938 he returned to Los Angeles as assistant general agent and became associate general agent in September, 1947.

He is active in the Life Supervisors



R. L. Woods



C. G. Liemandt

and the Life Underwriters Associations of Los Angeles. He was secretary of the Supervisors' Association of Los Angeles during 1948. He is a director of the Los Angeles C.L.U. and is a

graduate of the L.I.A.M.A. agency management school. He was a lieutenant-colonel in the army in the war.

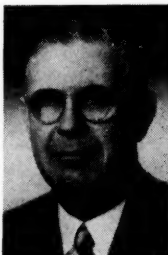
Mr. Liemandt, who graduated from DePaul University and attended the graduate school of Notre Dame, became cashier and agent for Sun Life of Canada in 1930 at Minneapolis. In 1938 he was appointed branch manager of the Great-West Life at St. Paul, returning to Minneapolis in 1943 as general agent for Penn Mutual.

He is a past president of the Minneapolis managers association and served as general chairman of the underwriters association's campaign for reinstatement of veterans' insurance. He organized the Duluth Athletic Club and the Ridgeview Golf Club and was first president of the former organization. He has been with the company since 1920.

Conn. Mutual to Expand in Va.

D. Conrad Little, Connecticut Mutual's general agent at Richmond since 1932, will transfer at his own request to Norfolk, where the company will establish a new agency with Mr. Little as general agent. The agency will cover the entire tidewater section of Virginia. The company has a large volume of business in force in this area and more intensive service to policyholders can be given under the new arrangement. Mr. Little, a C.L.U., entered life insurance in Norfolk many years ago with Provident Mutual.

At Richmond the company will appoint J. Robert Nolley as general agent. Mr. Nolley has for many years been associated with his brother, W. Tolar Nolley,



J. R. Nolley



D. C. Little

who recently retired as Virginia general agent of Northwestern Mutual and who will be a personal producer in the Richmond agency of Connecticut Mutual.

H. Gilbert Leigh, who has been serving as Mr. Little's district manager at Norfolk, will continue to serve the new Norfolk agency in a similar capacity.

While these changes will not officially take place until next spring, the Nolley brothers will immediately join Connecticut Mutual and Robert Nolley will begin at once his development activities in the Richmond area.

Wilkinson to San Diego, Miller in Charge at Tulsa

Harry Wilkinson, assistant in charge of the detached agency for Prudential at Tulsa has been made manager at San Diego, Cal.

He will be succeeded in Tulsa by Lee G. Miller of the Oklahoma City agency.

Brittain Gets Union Mutual

Union Mutual Life of Portland, Me., has been admitted into Oklahoma and U. F. Brittain has been appointed general agent.

Names Goldstein and Cohen

Federal Life & Casualty has appointed A. S. Goldstein to be in charge of development work in Indiana. For the past five years he has been manager at Akron, O., for Mutual Benefit H. & A. and is vice-president of Akron A. & H. Underwriters Assn. Previously for 15 years he was an assistant

manager for Metropolitan Life at Cleveland.

Mr. Goldstein will operate a branch office at Akron that will be in charge of Jack Cohen.

Hancock Makes Industrial Shifts

Edwin H. Fowler, John Hancock regional manager in the southeastern territory, will succeed Arthur C. Young as district manager at Germantown, Pa., Jan. 1. Mr. Young will retire under the company's pension plan.

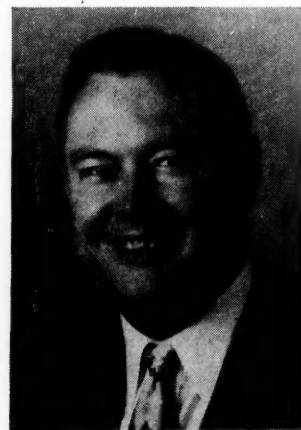
Lancaster Regional Manager

George P. Lancaster, regional supervisor of the southeastern territory, will become regional manager there. Succeeding Mr. Lancaster as regional supervisor will be Gilbert W. Roebig now assistant district manager at Washington.

Christian R. Blancard, formerly supervisor of agents' accounts in the New York regional office, was appointed regional supervisor in the Greater New York territory.

Beneficial Puts Torgeson in Glendale, Cal., Post

Beneficial Life has appointed Gilbert L. Torgeson as general agent at Glendale, Cal. He entered life insurance



G. L. TORGESON

with Beneficial Life in 1942. He has made an excellent record of production. He succeeds A. Merlin Steed, who has resigned on the recommendation of his doctor.

Pohhamius Opens Chicago Branch for Am. National

Eugene Polhamius, general agent of General American Life in the downtown Chicago office for the last two years, has resigned and this week opened a downtown branch for American National in room 1234 Field building. His territory is all northern Illinois.

Mr. Polhamius, who built up a force of 23 agents under contract with General American, plans to make a number of district agency appointments as far south as Champaign, and up to Waukegan.

Mr. Polhamius started in the business with his father, who was an office broker for Moore, Case, Lyman & Hubbard of Chicago, then general agent of Travelers. Later for six years he assisted his father in the general business when the latter was an independent broker.

Subsequently for two years he was an agent of Occidental, then with Home Life of N. Y. His personal production rose to about \$750,000 in a year. For about six years he was a civilian working out of the army's sixth service command at Chicago in war plants. Three years ago he went with General American as associate general agent.

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To experienced producers we offer an unusually attractive direct general agents contract.

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J. DeWITT MILLS, Superintendent of Agents

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AND SPREADING OUT—

As a result of the progress Postal Life & Casualty has made, we can offer real opportunities for men who are looking for a chance to develop their own agencies.

POSTAL LIFE & CASUALTY INSURANCE COMPANY

4727 WYANDOTTE STREET

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ACCIDENT AND HEALTH

Expect to Write 10,000 TDB Private Plans in New Jersey

NEW YORK—Insurers are greatly encouraged by a last week flow of privately written sickness disability programs to the state compensation commission's office for approval under the New Jersey temporary disability benefits law. On Dec. 27 the 5,000th private plan was authorized by the state. On the same day approximately 2,500 additional plans were submitted for approval, with an equal number anticipated by the end of the month. The carriers have raised their sights and are now aiming at 10,000 private plans, double the figure expected a month ago. This would give them the coverage on about one-third of the state's estimated 30,000 to 35,000 employees.

Producers have been working on the plans for several months but until December the results were discouraging. The sudden increase of new plans as Jan. 1, effective TDB date, approached, leads insurance company officials to expect that they will get about 30% of the business written in the state. This is almost twice the percentage figure of plans written in California when a similar law first went into effect there two years ago. During the coming year, when the rush period is over, insurers expect to pick up additional business from the state fund.

Insurers to Collect \$9 Million

Original estimates of volume based on 1% of payrolls in the state indicated that \$25-30 million in either premiums or taxes will be collected next year. According to present production data, insurers will collect about \$9 million on their share of the business.

One official summed up the reasons for the better record in New Jersey as compared to California in this way: "We know what we are doing in New Jersey and are using what we learned in California, our first experience with the coverage. The New Jersey plan calls for an employer contribution, which California doesn't. This gives employers a stake in the plan and increased their interest in it." Practically all of the private plans give broader coverage than the state fund.

A complete statistical picture of the record will probably not be available until February or March when the commission releases its figures. In the meanwhile it is safe to say that the state fund will get about 70% of the business at the outset.

Problem in Private Program

One producer said his principal problem in setting up a private program was not in selling the coverage but in complying with the time-consuming administrative details necessary to get a plan voted upon and agreed to by employers and employees. About 50% of the plans he submitted to employers for an employee vote were accepted. He couldn't say whether the other half went to other carriers or to the state fund.

The market for private plans is still great because many of the employers in the state have not yet been solicited by producers. One life company manager said that his agents just had not had enough time to solicit all of the market because their time was taken up with arranging and servicing the plans they had sold.

Life companies in general seem to have done better at production than the

casualty carriers. There is still a lack of data, however, on the number of employees covered by approved plans. Some casualty companies dropped their group minimum number of lives down to four to get the business. This may give them a larger number of plans, but will not necessarily indicate the number of insured employees.

Warren Aims to Add Hospital Cover to Cal. UCD Plan

Gov. Warren of California has announced that he will seek enlarged benefits under the unemployment compensation disability law and apparently without additional contribution on the part of employer or employee. He wants particularly to include indemnity for hospitalization charges for a limited number of days on top of the weekly indemnity feature which presently provides a maximum of \$25 a week for 26 weeks. He said the hospitalization feature should start with a "conservative" limit.

The payroll tax will provide about \$45 million for the state fund in the next fiscal year, it is estimated, and benefit payments are projected at \$25,466,000. The plans that are insured with private companies now cover about 900,000 workers and the benefits under these plans would have to be increased to match those of the state fund.

Gov. Warren said that it might also be possible to pay benefits for extraordinary hospital costs above a flat payment.

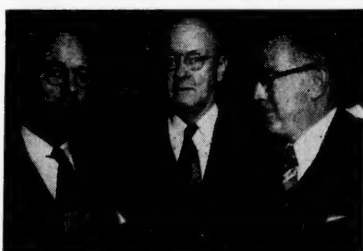
Opens Northern Cal. Office

Thomas S. Dixon is opening a northern California office for W. E. Leiby, state manager of Massachusetts Indemnity, at 58 Sutter street, San Francisco.

Mr. Dixon is a graduate of University of Cincinnati and started work with Occidental Life at San Diego in 1939. In 1940 he went to the home office and after several years there was transferred to Texas as field supervisor. Later he returned to Los Angeles and became associated with Mr. Leiby in 1947.

Barrett Heads Council

Wendell Barrett, general agent of Provident Mutual, was elected president of the Indianapolis Life Insurance & Trust Council. Other officers are R. W. Hildegard, attorney, vice-president; J. L. Miller, Insurance R. & R., secretary; and K. L. Peek, assistant secretary Union Trust Co., treasurer. On the executive committee are J. M. Zuber, American National Bank, Dan A. Kaufman, Northwestern Mutual, H. J. Pierce, Massachusetts Mutual, and Milton Elrod, Jr., attorney.



Three commissioners at N.A.I.C. meeting at New York—Claude Hanley, Maryland; Zack D. Cravey, Georgia; and J. M. McCormack, Tennessee.

RECORDS

OCCIDENTAL LIFE—Rolled up its second greatest volume of written ordinary in history in November when new apps totaling \$34,521,511 were processed. This record was exceeded only in December, 1947, when the impending change to CSO rates stimulated a production of more than \$42 million. New group written in November totaled \$22,665,784. New written ordinary to Nov. 30 totaled \$315,343,752.

BANKERS LIFE OF IOWA—November insurance issued was \$13,591,353, of which \$10,268,453 was ordinary and \$3,322,900 group. New business written in the first 11 months was \$139,710,817, of which ordinary amounted to \$110,594,897. Insurance in force at the end of November stood at \$1,364,321,807, of which \$1,153,556,180 was ordinary. This is an increase for the year to date of \$82,399,261 in total insurance and \$56,105,706 in ordinary.

STANDARD LIFE OF PITTSBURGH—November production was the largest in the company's 40 year history and provided a gain for the 24th consecutive month.

FRATERNALS

New FIC Designees Are Listed by Managers' Group

A list of 55 additional fraternalists who have won the FIC designation of the Fraternal Field Managers Assn. was issued this week. There now are 715 with the title, according to G. E. Little, Maccabees, association secretary-treasurer. By societies the new designees are:

Aid Assn. for Lutherans—Roland C. Jacobs, John C. Jasper, Arthur P. Steinberg, Robert L. Terrell, W. F. Wittmus, Ernest L. Krieger, Arnold W. Kniffke, F. D. Kaestner, Joseph S. Kimsal, Louis R. Kregel, Walter A. Steinhauer, Herbert Koppelman, June L. Park; Woodmen of the World, Omaha—Frank M. Deville, Jr., Harold F.

Sponholz, Cleveland O. Smith, C. D. Bell, James H. Bond, John W. Elliott, Esten S. Lee, Robert C. Payne, Shirley W. Peaslee, E. H. Ponder, Hubert C. Rudder, Robert L. Russell, Wallace G. Sampler, Robert E. Simmons, Floyd V. Hubbs, Nelson H. Griswold, Russell L. Ryne, Arthur M. Tate, Harry M. Yokum, Leonard T. Patten, W. E. Presley, M. V. Salaza, W. N. Davis, P. B. Coker, W. B. Wright.

Lutheran Brotherhood—Bernard J. Lindberg, Gilman A. Tukua, Henning J. Erickson, Charles Patten, Fred Brockman, Palmer Holtan, Darwin F. Foster, G. P. Ronholm, John F. Sorbo; Maccabees—Joseph Haddad, D. L. Haymond, J. Herbert Leary; Security Benefit—Robert B. Watkins; Unity Life & Accident—Sarah Leone; Woodmen Circle—Ida Vick, Mrs. Fannie M. Bendorfer, Mrs. Emma L. Walling.

Lutheran Brotherhood Totals

Lutheran Brotherhood for 11 months shows new paid business of \$38,914,611, a decrease of \$725,847 from the same period last year. November issued business totaled \$3,553,849, a decrease, although November written was \$4,009,441 plus juvenile submissions. The N. J. Emerson agency of Iowa led for 11 months with \$1,694,758.

Aid Assn. General Agents Confer at Home Office

Thirty-three general agents of Aid Assn. for Lutherans held a conference at the home office in Appleton, Wis., Nov. 29-Dec. 1. They were from all sections of the United States and Canada.

Sessions were held under direction of Herbert G. Benz, agency director. The general agents received information and instructions concerning changes in practices and procedures to be adopted Jan. 1.

Speakers included the national officers and Ira L. Lacy, sales training director, and Victor G. Zarembo, sales promo-

Reinsurance

Mr. Actuary:

Many Companies have reinsured A & H and DI with us for over twenty-five years. This should indicate satisfaction with the service we have built.

What would you think?

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REINSURANCE
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KANSAS CITY, MISSOURI
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WANTED

Man who can recruit and train agents and help in closing sales. Must be experienced in all phases of agency management. Salary and percentage of profits. Represent a West Coast mutual life insurance company in Washington, D. C. Address S-81, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

tional director. A special tour of the home office and a banquet were features of the program.

New Investment Assn. to Meet April 29 in Chicago

The new Fraternal Investment Assn. which was formed at the Pittsburgh convention of National Fraternal Congress will hold a gathering April 29 in Chicago. Subjects for discussion will be selected by a committee made up of the officers, of which De E. Bradshaw, board chairman of W.O.W., Omaha, is the president.

Societies' Merger Approved

Merger of Czech Ladies Benevolent of Cleveland and Czechoslovak Society of Cicero, Ill., has been approved by the Ohio department.

Neal Roanoke Manager

William G. Neal, Metropolitan Life field training instructor, has been appointed manager at Roanoke, Va. He graduated from William and Mary College and joined Metropolitan in 1933 at Richmond. Four years later he was promoted to assistant manager in Lee, Va. After serving in the navy and becoming a commander, he returned as assistant manager at Lee district and in 1947 was promoted to a field training instructor.

Wherein a Dog Symbolizes Fraternalism . . .

A "seeing-eye" dog guides a blind man in an American community today, thanks to a local camp of Royal Neighbors of America, which discovered the need. Members of that camp held benefit parties and, with the funds so raised, purchased the dog to give "new sight" to a father of two children.

At the time the blind man was given fraternal assistance he was not a member of Royal Neighbors of America. He paid a visit to the local camp to extend his thanks and later became a member.

A dog, a blind man and life insurance—a strange combination to illustrate the fraternal service of Royal Neighbors of America. Yet this incident is typical of the hundreds of examples of fraternalism to be found in the annals of the society.

ROYAL NEIGHBORS OF AMERICA

SUPREME OFFICE, ROCK ISLAND, ILL.

ROYAL LEAGUE Chicago, Ill.

Legal Reserve Fraternal Life Insurance

Operates Tuberculosis Sanatorium at Black Mountain, N. C.

Service free to members.

Service at special rates also available to members of other societies.

Metropolitan Names Four as Investment Officers

Metropolitan has named four new investment officers. Eliot K. Bartholomew, Arnold R. La Force, and H. Hugh McConnell become assistant vice-presidents, and William C. O'Keeffe is now assistant treasurer. They have been investment analysts with Metropolitan.

Joseph T. Gannon has been named assistant actuary. Charles B. Haverin is now assistant personnel officer. Raymond F. Killion, administrative assistant, is now assistant vice-president personal A. & H. Mortimer Spiegelman becomes assistant statistician.

Milton A. Ellis is now administrative assistant to the executive vice-president. Frederick W. Hoehler becomes manager of the tax and statement bureau. John A. Sherman is manager monthly premium division of the industrial department. La Rue S. Wagenseller becomes administrative assistant, actuarial.

Insurance, Pension Equities Up \$1.6 Billion in 3 Months

WASHINGTON—Individual equities in insurance and pension reserves increased by \$1.6 billion in the third quarter of 1948, "about evenly divided between government and private insurance," the securities and exchange commission has reported.

Net new issues of corporate bonds during the quarter, after retirements, amounted to about \$1.1 billion, and were absorbed by institutional investors, mainly life insurance companies, said SEC.

Savings in insurance and pension reserves showed steady increases in the first three quarters of 1948, as they did in 1947.

I.A.S.A. to Lay Plans for 1949 Conference in May

Insurance Accounting & Statistical Assn. will hold its winter board meeting Jan. 29-30 at the Stevens Hotel, Chicago. A joint meeting of directors, past presidents, and committee members is to be held Jan. 29 and the board will convene the following day.

Considerable attention will be given to plans for the 1949 conference next May. Programs will be formulated for the life, fire and casualty sections.

Ralph Kennon, Northwestern National Life, is chairman of the life committee on reports and accounts; Paul Dickard, Texas Life, is chairman of the premium billing and accounting committee, and Joe Jacques, General American Life, is chairman of the mortgage loan committee.

Through the efforts of J. A. Mills, Lumberman's Mutual Casualty, I. A. S. A. has released to members an informative booklet on "Regulation 30 and Expense Studies." This deals with current problems confronting the insurance business.

Boyd Kokomo General Agent

Robert L. Boyd has been appointed general agent by Equitable Life of Iowa at Kokomo, Ind. His father, the late L. T. Boyd, for 29 years was general agent for the Equitable at Kokomo. The father died in 1946, and his son has been agency supervisor there.

He has been with the agency since 1939, shortly after graduation from Indiana University school of business administration. He was in the army air force, 1940-6, being released in 1946 as a major.

Wilkenloh to Asheville

Frederic C. Wilkenloh has been appointed manager by Metropolitan Life at Asheville, N. C. He joined Metropolitan in 1935 in Atlanta, subsequently becoming assistant manager there, and in 1939 joined field training division, serving as instructor and supervisor until 1947. Since then he has been on the Lynchburg, Va., staff.

NEWS ABOUT LIFE POLICIES

Northwestern Mutual Life's 1949 Dividends

386		Northwestern Mutual, Wis.													
1949 DIVIDEND SCHEDULE		ORDINARY LIFE—CSO 2% (Continued)													
Illustration—Based on Premiums Adopted January 1, 1947															
Age	Premium	26	27	28	29	30	31	32	33	34	35	36	37	38	39
1	21.18	21.18	21.78	22.40	23.05	23.73	24.45	25.19	25.96	26.78					
2		3.34	3.43	3.52	3.62	3.72	3.83	3.96	4.09	4.23					
3		3.53	3.63	3.73	3.84	3.95	4.07	4.20	4.35	4.50					
4		3.73	3.84	3.94	4.06	4.18	4.31	4.46	4.61	4.78					
5		3.94	4.05	4.16	4.29	4.42	4.57	4.72	4.89	5.07					
6		4.14	4.26	4.39	4.52	4.67	4.82	4.99	5.17	5.36					
7		4.36	4.49	4.62	4.77	4.92	5.09	5.27	5.46	5.67					
8		4.58	4.71	4.86	5.02	5.18	5.36	5.55	5.76	5.97					
9		4.80	4.95	5.11	5.27	5.45	5.64	5.85	6.06	6.28					
10		5.04	5.19	5.36	5.54	5.73	5.93	6.15	6.32	6.50					
11		5.28	5.44	5.62	5.81	6.01	6.23	6.40	6.58	6.77					
12		5.52	5.70	5.89	6.09	6.30	6.48	6.66	6.85	7.05					
13		5.78	5.96	6.17	6.38	6.65	6.73	6.92	7.12	7.32					
14		6.03	6.24	6.45	6.62	6.80	6.99	7.18	7.39	7.60					
15		6.31	6.51	6.69	6.86	7.05	7.25	7.45	7.66	7.88					
16		6.58	6.75	6.93	7.11	7.31	7.51	7.72	7.94	8.16					
17		6.81	6.99	7.17	7.37	7.57	7.77	7.99	8.21	8.44					
18		7.05	7.23	7.42	7.62	7.83	8.04	8.26	8.49	8.73					
19		7.29	7.48	7.67	7.88	8.09	8.31	8.53	8.77	9.01					
20		7.53	7.72	7.93	8.14	8.35	8.58	8.81	9.04	9.29					
		7.77	7.97	8.18	8.39	8.62	8.84	9.08	9.32	9.57					

10 Yrs. Divs.		211.80	217.90	224.00	230.50	237.30	244.50	251.90	259.60	267.80
10 Yrs. NET		169.06	173.81	178.69	183.76	189.07	194.65	200.35	206.31	212.71
Av. Net Pay't.		16.91	17.38	17.87	18.38	18.91	19.47	20.04	20.63	21.27
10 Yr Cash Val		147.42	151.38	155.36	159.31	163.74	168.06	172.45	177.04	181.64
10 Yr Cost		21.64	22.46	23.24	24.25	25.34	26.59	27.86	29.29	31.07
Average Cost		2.16	2.25	2.33	2.43	2.53	2.66	2.79	2.93	3.11

20 Yrs. Divs.		423.60	435.60	448.00	461.00	474.60	489.00	503.80	519.20	535.60
20 Yrs. NET		309.41	312.54	315.81	319.20	322.70	326.35	330.15	334.08	338.14
Av. Net Pay't.		15.47	15.63	15.79	15.96	16.13	16.31	16.49	16.68	16.87
20 Yr Cash Val		310.42	317.78	325.26	332.86	340.58	348.40	356.34	364.37	372.50
20 Yr Cost		31.77	32.88	33.93	35.03	36.18	37.37	38.61	39.90	41.24
Average Cost		1.59	1.66	1.73	1.81	1.89	2.00	2.11	2.23	2.35

30 Yrs. Divs.		635.40	651.60	668.00	684.60	701.40	718.40	735.60	753.00	770.60
30 Yrs. NET		461.00	468.00	475.00	482.00	489.00	496.00	503.00	510.00	517.00
Av. Net Pay't.		15.37	15.50	15.63	15.76	15.89	16.02	16.15	16.28	16.41
30 Yr Cash Val		461.00	468.00	475.00	482.00	489.00	496.00	503.00	510.00	517.00
30 Yr Cost		41.00	42.00	43.00	44.00	45.00	46.00	47.00	48.00	49.00
Average Cost		1.34	1.39	1.44	1.49	1.54	1.59	1.64	1.69	1.74

(CONTINUED ON NEXT PAGE)

Shortens Medical Form

A new medical application form has been designed by North American of Toronto to reduce the time required for the examiner to complete his part of the application. The forms discarded contained about 1,400 words in Part II and the medical examiner's report together. That number is considered to be about 35% less than the average. The figure for the new forms is 761 words. In the new forms the medical examiner signs as a party to the completion of the application, stating that the full import of all medical terms used has been explained, where necessary, and has been understood by the applicant. "Siblings," meaning offspring of the same parents, is newly employed, as it was believed that separate questions relating to brothers and sisters did not yield additional underwriting information of any particular value.

Columbian Natl. Raises Limits

Columbian National has raised the maximum limit on standard risks from \$125,000 to \$200,000. Limits on single premium life have been increased to \$25,000 and on discounted premiums to \$25,000 or 20 years discounted premiums, whichever amount is less.

Wilson Speaks at Seattle

SEATTLE — Jack Wilson, Mutual Benefit general agent, spoke Monday on "Selling the Man a Larger Concept of Himself Through Advanced Training" at a luncheon meeting of the Life Managers Assn.

Miller Agency of Phila. Life Holds Annual Rally

President William Elliott of Philadelphia Life was guest of honor at the first annual meeting of the Paul S. Miller agency at Wilmington, Del. Mr. Miller presided at the luncheon meeting, which was attended by prominent civic and business leaders from Wilmington and vicinity. Superintendent of Agencies Bertram S. Balch announced the appointment of Weldon W. Ragsdale as district manager of the Miller agency for the eastern shore of Maryland. Mr. Ragsdale is a graduate of Pennsylvania State College and has been in the life insurance business for two years.

Minneapolis Cashiers Meet

The Minneapolis Life Agency Cashiers Assn. installed its new officers at a dinner meeting: Helen Sholl, Fidelity Mutual, president; Velma Fuller, Phoenix Mutual, vice-president; Helen Olson, Lutheran Brotherhood, recording secretary; Verna Peterson, Prudential, corresponding secretary, and Frances Dyer, American National, treasurer.

Van Horssen New Assistant G. A. at Des Moines

DES MOINES — M. H. Van Horssen has been promoted from agency supervisor to assistant general agent of Aetna Life at Des Moines. He joined the agency in 1941 as an agent at Fort Dodge, Ia.

Nam Super

New pointed supervisor Hays business graduate 1940 and the U. C. L. ton Li

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At Comm chiefs Indian a succ mont, ager O Office, chiefs officers at the E. H. secreta Thoma attorne City I secreta ence C Northw beater, derwri Orville sel No

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Northwestern Mutual, Wis.

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1948 DIVIDEND SCHEDULE
Illustration—Based on Premiums Adopted January 1, 1947

Age	25	30	35	40	45	50	55	60	65
1	37.45	38.94	40.31	41.85	43.47	45.19	46.99	48.81	50.93
2	6.14	6.36	6.60	6.86	7.12	7.41	7.70	8.02	8.35
3	6.47	6.71	6.96	7.22	7.50	7.80	8.10	8.43	8.77
4	6.81	7.06	7.32	7.59	7.88	8.18	8.50	8.83	9.17
5	7.15	7.41	7.68	7.96	8.26	8.57	8.90	9.23	9.59
6	7.50	7.76	8.04	8.33	8.64	8.96	9.29	9.63	9.99
7	7.84	8.12	8.40	8.70	9.01	9.34	9.67	10.02	10.39
8	8.19	8.47	8.76	9.07	9.38	9.71	10.05	10.41	10.77
9	8.53	8.82	9.12	9.43	9.75	10.08	10.43	10.78	11.15
10	8.87	9.17	9.47	9.78	10.11	10.45	10.79	11.15	11.51
11	9.21	9.51	9.82	10.14	10.47	10.80	11.15	11.50	11.86
12	9.55	9.85	10.16	10.48	10.81	11.15	11.49	11.84	12.20
13	9.89	10.19	10.50	10.82	11.15	11.49	11.82	12.18	12.52
14	10.23	10.53	10.83	11.15	11.48	11.81	12.15	12.49	12.83
15	10.57	10.87	11.17	11.47	11.79	12.12	12.45	12.79	13.12
16	10.91	11.21	11.51	11.77	12.10	12.42	12.74	13.07	13.39
17	11.25	11.55	11.85	12.07	12.38	12.70	13.01	13.33	13.64
18	11.59	11.89	12.19	12.45	12.76	13.07	13.37	13.69	14.00
19	11.93	12.23	12.53	12.79	13.10	13.41	13.71	14.02	14.33
20	12.27	12.57	12.87	13.13	13.44	13.75	14.05	14.36	14.67

10 Year Summary

Yrs. Prem.	374.50	388.40	403.10	418.50	434.70	451.90	469.90	488.81	509.30
Yrs. Div'ds.	76.71	79.39	82.17	85.08	88.12	91.30	94.58	98.00	101.56
Yrs. NET	297.79	309.01	320.93	333.42	346.58	360.60	375.32	391.10	407.74
Yr. Cash Val	233.22	238.88	244.61	250.41	256.28	262.21	268.20	274.25	280.34
Yr. Cost	64.57	70.13	76.32	83.01	90.30	98.30	107.12	116.85	127.40
Average Cost	6.46	7.01	7.63	8.30	9.03	9.84	10.71	11.69	12.74

20 Year Summary

Yrs. Prem.	749.00	776.80	806.20	837.00	869.40	903.80	939.80	978.20	1018.60
Yrs. Div'ds.	153.42	158.78	164.34	170.12	176.12	182.34	188.78	195.44	202.34
Yrs. NET	595.58	618.02	641.86	666.88	693.26	721.46	750.02	779.76	816.26
Yr. Cash Val	466.44	477.59	489.28	501.59	514.51	528.05	542.21	556.99	572.34
Yr. Cost	108.58	118.51	129.40	141.29	154.16	168.05	182.81	198.51	215.40
Average Cost	5.25	5.93	6.67	7.48	8.36	9.33	10.39	11.51	12.82

ORDINARY LIFE—CSO 2% (Continued)

Age	53	54	55	56	57	58	59	60	65
1	53.06	55.32	57.72	60.25	62.94	65.79	68.81	72.02	75.39
2	8.70	9.06	9.44	9.84	10.26	10.69	11.15	11.62	12.12
3	9.12	9.49	9.88	10.29	10.71	11.15	11.60	12.07	12.54
4	9.54	9.92	10.31	10.72	11.15	11.60	12.06	12.52	13.00
5	9.96	10.34	10.74	11.15	11.57	12.01	12.46	12.92	13.38
6	10.38	10.75	11.15	11.56	11.98	12.42	12.86	13.32	13.77
7	10.76	11.15	11.55	11.96	12.38	12.81	13.25	13.69	14.15
8	11.15	11.53	11.93	12.34	12.75	13.18	13.61	14.04	14.47
9	11.52	11.90	12.30	12.71	13.12	13.54	13.96	14.38	14.80
10	11.88	12.27	12.65	13.05	13.45	13.85	14.25	14.65	15.05
11	12.24	12.61	12.99	13.37	13.75	14.15	14.53	14.92	15.30
12	12.58	12.93	13.31	13.68	14.05	14.42	14.79	15.15	15.52
13	12.92	13.26	13.62	13.98	14.34	14.69	15.04	15.39	15.74
14	13.26	13.59	13.94	14.29	14.63	14.97	15.31	15.65	15.99
15	13.60	13.92	14.26	14.59	14.92	15.25	15.58	15.91	16.24
16	13.94	14.26	14.59	14.91	15.23	15.55	15.87	16.19	16.51
17	14.28	14.59	14.91	15.23	15.55	15.87	16.19	16.51	16.83
18	14.62	14.93	15.25	15.57	15.89	16.21	16.53	16.85	17.17
19	14.96	15.27	15.59	15.91	16.23	16.55	16.87	17.19	17.51
20	15.30	15.61	15.93	16.25	16.57	16.89	17.21	17.53	17.85

10 Year Summary

Yrs. Prem.	530.60	553.20	577.20	602.50	629.40	657.90	688.10	720.20	753.90
Yrs. Div'ds.	105.23	109.03	112.94	116.98	121.12	125.37	129.69	134.10	138.62
Yrs. NET	425.37	444.17	464.26	485.52	508.28	532.53	558.41	586.10	615.28
Yr. Cash Val	286.46	292.82	299.79	307.34	315.41	323.90	332.82	342.17	351.94
Yr. Cost	138.91	151.55	165.47	180.55	197.12	215.19	234.50	255.48	277.34
Average Cost	13.89	15.16	16.55	18.06	19.71	21.52	23.49	25.60	27.73

20 Year Summary

Yrs. Prem.	1061.20	1106.40	1154.40	1205.00	1258.80	1315.80	1376.20	1440.40	1507.80
Yrs. Div'ds.	210.46	218.06	226.14	234.78	243.98	253.74	264.06	274.94	286.42
Yrs. NET	850.74	888.34	928.26	970.22	1014.82	1062.06	1112.14	1165.46	1224.38
Yr. Cash Val	572.92	584.74	597.28	610.59	624.61	639.34	654.78	670.94	687.82
Yr. Cost	284.07	314.27	347.32	383.05	422.09	464.42	510.28	560.01	615.56
Average Cost	14.20	15.71	17.37	19.15	21.10	23.22	25.51	28.00	30.72

ORDINARY LIFE—CSO 2% (Continued)

Age	53	54	55	56	57	58	59	60	65
1	53.06	55.32	57.72	60.25	62.94	65.79	68.81	72.02	75.39
2	8.70	9.06	9.44	9.84	10.26	10.69	11.15	11.62	12.12
3	9.12	9.49	9.88	10.29	10.71	11.15	11.60	12.07	12.54
4	9.54	9.92	10.31	10.72	11.15	11.60	12.06	12.52	13.00
5	9.96	10.34	10.74	11.15	11.57	12.01	12.46	12.92	13.38
6	10.38	10.75	11.15	11.56	11.98	12.42	12.86	13.32	13.77
7	10.76	11.15	11.55	11.96	12.38	12.81	13.25	13.69	14.15
8	11.15	11.53	11.93	12.34	12.75	13.18	13.61	14.04	14.47
9	11.52	11.90	12.30	12.71	13.12	13.54	13.96	14.38	14.80
10	11.88	12.27	12.65	13.05	13.45	13.85	14.25	14.65	15.05
11	12.24	12.61	12.99	13.37	13.75	14.15	14.53	14.92	15.30
12	12.58	12.93	13.31	13.68	14.05	14.42	14.79	15.15	15.52
13	12.92	13.26	13.62	13.98	14.34	14.69	15.04	15.39	15.74
14	13.26	13.59	13.94	14.29	14.63	14.97	15.31	15.65	15.99
15	13.60	13.92	14.26	14.59	14.92	15.25	15.58	15.91	16.24
16	13.94	14.26	14.59	14.91	15.23	15.55	15.87	16.19	16.51
17	14.28	14.59	14.91	15.23	15.55	15.87	16.19	16.51	16.83
18	14.62	14.93	15.25	15.57	15.89	16.21	16.53	16.85	17.17
19	14.96	15.27	15.59	15.91	16.23	16.55	16.87	17.19	17.51
20	15.30	15.61	15.93	16.25	16.57	16.89	17.21	17.53	17.85

10 Year Summary

Yrs. Prem.	530.60	553.20	577.20	602.50	629.40	657.90	688.10	720.20	753.90
Yrs. Div'ds.	105.23	109.03	112.94	116.98	121.12	125.37	129.69	134.10	138.62
Yrs. NET	425.37	444.17	464.26	485.52	508.28	532.53	558.41	586.10	615.28
Yr. Cash Val	286.46	292.82	299.79	307.34	315.41	323.90	332.82	342.17	351.94
Yr. Cost	138.91	151.55	165.47	180.55	197.12	215.19	234.50	255.48	277.34
Average Cost	13.89	15.16	16.55	18.06	19.71	21.52	23.49	25.60	27.73

20 Year Summary

Yrs. Prem.	1061.20	1106.40	1154.40	1205.00	1258.80	1315.80	1376.20	1440.40	1507.80
Yrs. Div'ds.	210.46	218.06	226.14	234.78	243.98	253.74	264.06	274.94	286.42
Yrs. NET	850.74	888.34	928.26	970.22	1014.82	1062.06	1112.14	1165.46	1224.38
Yr. Cash Val	572.92	584.74	597.28	610.59	624.61	639.34	654.78	670.94	687.82
Yr. Cost	284.07	314.27	347.32	383.05	422.09	464.42	510.28	560.01	615.56
Average Cost	14.20	15.71	17.37	19.15	21.10	23.22	25.51	28.00	30.72

Name Curtis N. E. Mutual
Supervisor of Training

New England Mutual Life has appointed Albert H. Curtis II as supervisor of training. He was formerly supervisor in the company's Boston Hays agency and has devoted his entire business career to life insurance. He graduated from Brown University in 1940 and received a master's degree from the University of Pennsylvania. He is currently president of the Boston C. L. U. and vice-president of the Boston Life Underwriters Assn.

New Pamunkey Officers

At the National Assn. of Insurance Commissioners New York meeting the chiefs of the Pamunkey Tribe of Real Indians held a council session to name a successor to Big Chief John R. Dumont, now on leave of absence as manager of the Multiple Location Service Office, who will retire next June. The chiefs announced the following tribal officers who will conduct the ceremonial at the June meeting at Seattle: Prelate, E. H. Sherman, New York, assistant secretary General Exchange; big chief, Thomas Watters, Jr., New York City attorney; scribe, Ray B. Lucas, Kansas City Life; guide, Kenneth E. Black, secretary of Home; outer guard, Clarence C. Klocksins, legislative counsel of Northwestern Mutual Life; tom tom beater, E. M. Ackerman, "Weekly Underwriter"; assistant outer guard, Orville Ware, assistant legislative counsel Northwestern Mutual Life.

Start Course at Racine

RACINE, WIS. — A program of training for men engaged in life underwriting in Racine and Kenosha counties has been announced by the Racine School of Vocational & Adult Education. The Wisconsin state board will

Northwestern Mutual, Wis.

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1949 DIVIDEND SCHEDULE

Illustration—Based on Premiums Adopted January 1, 1947

	20 Payment Life						1	20 Yr
Age	25	35	40	45	50	55	65	
Premium	33.79	40.60	44.89	50.11	55	65.38	1	25.94
1	3.65	4.75	5.09	6.67		9.63		4.12
2	3.95	5.14	6.08	7.08		10.10		4.56
3	4.25	5.53	6.46	7.50		10.55		5.00
4	4.56	5.92	6.94	7.91		10.99		5.46
5	4.88	6.33	7.23	8.33		11.42		5.92
6	5.20	6.73	7.62	8.74		11.83		6.39
7	5.53	7.10	8.01	9.14		12.21		6.86
8	5.87	7.46	8.39	9.57		12.58		7.33
9	6.20	7.82	8.77	9.93		12.91		7.82
10	6.55	8.19	9.15	10.31		13.23		8.30
15	8.34	9.98	10.94	11.98		14.28		10.76
20	10.04	11.59	12.36	13.07		14.19		13.06

10 Year Summary

10 Yrs. Prems.	337.90	406.00	448.90	501.10	553.80	653.80	490.40	553.80
10 Yrs. Div'ds.	50.64	64.97	74.24	85.15	115.45	161.76	61.76	161.76

Named Manager at Kokomo

Marshall T. Webster of Marion, Ind., has been named manager at Kokomo by Metropolitan Life. He succeeds Lieut.-Col. Sidney Rose, who has been ordered to active duty with the army.

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U. S. Commission Urges Plan

(CONTINUED FROM PAGE 1)

of benefits from the government based on the same period of employment that would further increase the favorable margin of benefits here recommended."

The commission goes on record that it recommends the death benefit plan only on condition that National Service life insurance be closed to future entrants. "The plan recommended should not be applied on top of National Service life or any other premium insurance plan of like nature." If Congress and the Secretary of Defense desire to continue NSLI "the commission wishes it understood that it would thereby withdraw its recommendations" for death benefits.

The report says that government subsidy of National Service life insurance for deaths traceable to service-connected causes has ranged from 90% of the wartime deaths to about 15% of current peacetime deaths (including "traceable" delayed deaths among inactive personnel of the services and among civilian policyholders of the system). The total of this subsidy thus far has been in the general order of \$3½ billion with respect to death claims under National Service life insurance.

The report points to the administrative costs of NSLI, both in the services and VA, which would be steadily reduced with the declining number of NSLI policyholders; also to the ability of VA to reduce its insurance force after cancellation of policies and the ability of the uniformed forces to reduce personnel engaged in NSLI administration. No special actuarial refinements were considered justified on account of women in the services probably following different rates of death, disability and service retirement than male personnel.

The death benefit would be considered as a gratuity and free from federal income tax. The report says that NSLI is "cumbersome, complicated to administer and unduly expensive to the taxpayer" and is frequently not utilized by persons who have most reason to protect a dependent against their death. The commission is strongly of the opinion that the plan it recommends is a better plan than NSLI for service personnel and if properly administered, it will cost the taxpayer far less.

N. E. Mutual Managers Meet

New England Mutual general agents and managers will gather at the Boca Raton Club in Florida Jan. 6 for their annual meeting.

Benjamin W. Davis, general agent at

Richmond, is president of the General Agents Assn., and serves on the executive committee with Edward G. Mura, Kansas City; Linwood Butterworth, Atlanta, and H. G. Swanson, Chicago.

President George Willard Smith will head the home office delegation and will speak.

Schwemm Agency Leads Great-West

For the 11th consecutive year the Chicago branch of Great-West Life,

headed by Earl M. Schwemm, led the company, producing more than \$22 million of business. It is the fifth consecutive year that the agency has produced more than \$20 million. December also marked the 54th consecutive month in which the agency produced more than \$1 million of new paid business. In the 12 years Mr. Schwemm has been manager the agency has brought its business in force from \$10½ million to more than \$113 million.

Mr. Schwemm's sales and leadership strategy is that there is always a "money-wind" blowing and it is up to him to direct his sales force into those markets which at the time appear best for the sale of life insurance. Since these markets are constantly affected by outside influences, such as government tax regulations, he takes these factors into account, modifying his plans accordingly. He is aware of the large investment in time, money and training that each agent represents and of the need of paying more attention to him to insure his success. He stresses counseling and advisory service rather than mere salesmanship.

Mr. Schwemm has spoken before numerous sales congresses and other life meetings and has served as president of the Chicago Managers, Chicago C.L.U., Chicago Life & Trust Council and Illinois State Life Underwriters Assn. and has served as director of the American Society of C.L.U., handling all these extra-curricular activities without letting his agency's production suffer. Believing that life insurance men should have a hobby within the business, he has made his the sale of juvenile insurance.

Four Are Promoted

Jefferson Standard has promoted the following to the newly created positions of assistant superintendents of agen-

cies: Hal R. Marsh, advertising manager, who joined the company in 1926; W. L. Seawell, Jr., sales planning manager, who joined the company in 1940, and Seth C. Macon, sales training manager, who also joined the company in 1940. Eugene F. Gillam, who started with the company in 1941 and who last September was transferred to the agency department, has been made agency assistant.

Life Companies**Put \$3½ Billion in Mortgages in '48**

More than \$3.3 billion of life insurance funds went into the financing of real estate mortgages during 1948, a record volume of such financing, up \$600 million, the Institute of Life Insurance reports.

At the year end, the institute estimates, total mortgage holdings were valued at \$10,825,000,000 up \$2,150,000,000. The mortgage investment of the life insurance business is now very nearly double that of 1938.

FHA homes accounted for well over a billion dollars of the year's new financing by the life companies and at the close of the year their holdings of home mortgages written under the FHA plan are estimated to be \$2,350,000,000.

The financing of veterans administration mortgages under the G.I. bill of rights continued in large volume during 1948, with more than \$400 million new mortgages of this type purchased by the life companies. Their holdings of such mortgages at year end are estimated at \$1,225,000,000.

Fitzgerald Again Heads Teachers

(CONTINUED FROM PAGE 3)

insurance. The insurance companies will take the responsibility for teaching the special knowledge, techniques and skills necessary for vocational competence, he said. The companies are interested in the college courses as they produce an appreciation of the institution of life insurance and a critical appraisal of its economic and sociological functions.

Mr. Kenagy indicated that teachers of life insurance courses in colleges and universities should put more emphasis on the economic and consumer phases of life insurance and less on the technical and scientific phases. The major objectives of the teacher of a life insurance course should be to make sure that his students will be intelligent buyers and owners of life insurance with an understanding and appreciation of the role which insurance plays in the economic system.

He termed it unfortunate that successful handling of money matters is a subject that isn't taught, saying that, though he couldn't make a course in life insurance cover the intelligent handling of money, he would certainly pay large attention to the financing of family security if he were a teacher.

Prof. Robert Mehr of the University of Illinois said that 236 students who might be expected to go into insurance were surveyed at his school and only a small percentage of them indicated that they wished to enter the industry. Of this number, an even smaller percentage were going to enter insurance selling. He said that the insurance industry has a job in overcoming the latent objections of many students to insurance careers, especially in sales. When this is overcome by the industry, insurance courses will be more in demand and the industry will get a better share of college graduates.

There were some 70 persons on hand for the meeting.

Jefferson Standard has added a juvenile 20-payment endowment at age 80 contract with full benefits at age one, participating and nonparticipating.

Kansas City C. of C. Honors W. E. Bixby

At Kansas City reception honoring W. E. Bixby, president of Kansas City Life, as president of the American Life Convention: left to right, Mr. Bixby; H. H. Wilson, president of Emory Bird Thayer and the Kansas City chamber of commerce; and W. T. Grant, chairman of Business Men's Assurance. Present were about 110 of the business and financial leaders of the area. Mr. Wilson introduced Mr. Grant, who acted as master of ceremonies. Among the guests was R. L. Hogg, executive vice-president and general counsel of the American Life Convention. Mr. Grant reviewed the history of the life insurance industry



in Kansas City and of Kansas City Life in particular, mentioning that Kansas Citizens have served five times as ALC presidents.

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The ESTATE-O-GRAPH

with

The E-O-G VISUAL SELLING SERVICE AND SALES SLANTS

WHAT IS ESTATE-O-GRAPH?

The Estate-O-Graph is your own personalized monthly pictorial magazine visualizing the benefits of life insurance for the man who buys it—your customer and prospect. Each issue, four pages in color, covers the essential sales arguments of an important life insurance subject. Motivating pictures keep your prospects on the track, and illustrate sales points so that they cannot be missed.

Pictures used in The Estate-O-Graph are specially posed by typical American people and their families. They show how life insurance meets the needs of real people, in true to life situations. They show the reader that life insurance gives him and his family what they want—security and cash when it is needed most.

Your individual imprint takes a full third of the back page. Your copy can include your own publication title, your name, your picture, your message . . . anything you wish to say . . . any copy you select.



THE VISUAL SELLING SERVICE BINDER-FILE

A Storehouse of Visual Selling Aids.

WHAT WILL THE ESTATE-O-GRAPH DO FOR YOU?

It will build prestige. Like hundreds of other life underwriters you can build prestige with the Estate-O-Graph. Send it each month to a selected list of prospects and those you hope to make prospects. It will help establish you as the life underwriter whose judgment they rely upon.

It will help you sell. By concentrating on one selected list (50, 100, or 200 names with a few names replaced from time to time) you concentrate your mail advertising on logical prospects, sell them, and then gradually broaden your sphere of activity. You don't have to capture the entire community before you begin to show results.

It will make your time more productive. When a prospect has received your magazine month after month, a sale is already partially made. He knows that you know your business. Furthermore, he is well informed on what life insurance can do for him. He can recall scenes pictured in your magazine—like you recall episodes in a movie—to make your sales points true to life facts to him and not just words. The result is that you have more interviews per call and more sales per interview.

WHAT IS THE E-O-G VISUAL SELLING SERVICE?

This service consists of the large, sturdy binder pictured below filled with copies of 60 selected back issues—indexed by subjects. This binder-file is sent immediately to all new E-O-G subscribers. In addition, you have the privilege (available only to subscribers) of ordering extra copies of these issues in quantities of 10 or more at any time.

Every month, several days before receipt of your bulk copies, you will receive an advance copy of the Estate-O-Graph, punched for filing in your binder. The binder is always completely up to date.

WHAT WILL THE E-O-G VISUAL SELLING SERVICE DO FOR YOU?

Through the visual selling service you have the results of years of pictorial advertising experience at your fingertips. The binder-file, divided into 37 life insurance classifications, is a source book of ideas and methods of presentation. But, better still, since these copies are readily available to you—for special campaigns, pre-approach mailings, illustrations for proposals, counter folders, in-the-interview visual displays, etc.—you have a storehouse of visual selling aids at your disposal.

WHAT IS SALES SLANTS?

Every month, with your advance copy of the Estate-O-Graph will come your copy of "Sales Slants," a monthly summary of sales ideas and suggestions on the subject treated in the issue.

Most subscribers save these copies of Sales Slants and file them in their binder with the issue. They then have a library of sales promotion plans—with illustrative material to go along with it. Some subscribers say, "Sales Slants alone is worth the subscription price!" Certainly it is a most popular feature of the service.



HOW TO ORDER

Decide on the number of copies you want each month. Your regular monthly copies should be enough to take care of your prospects, policyowners, and centers of influence, with about 20% left over for special names, for use in sales interviews, and proposals.

Pick your imprint copy. Our typographers will gladly lay out your imprint from the information on your letterhead. However, if you have any special ideas send along a 3" x 7" sketch, and they will follow that. If you wish to include your picture be sure to send us a cut, or a glossy photographic print.

The following prices include setting your imprint copy (except for special cuts or art work which are charged at cost), postage, the Visual Selling Service, and Sales Slants. Fifty copies per month are \$4.00 per month; 100 copies are \$6.75; 150 copies, \$9.25; 200 copies, \$11.50; 300 copies, \$15.50; and 500 copies \$22.00.

In a letter please tell us how many copies per month you want and the month to start. Send this with your check for the first month's copies and we will immediately send your Visual Selling Service Binder-file, set your imprint and schedule your copies for the next twelve issues. Copies are usually prepared well in advance of delivery date, and we ask that you give us 60 days notice if you wish to stop after the first year.

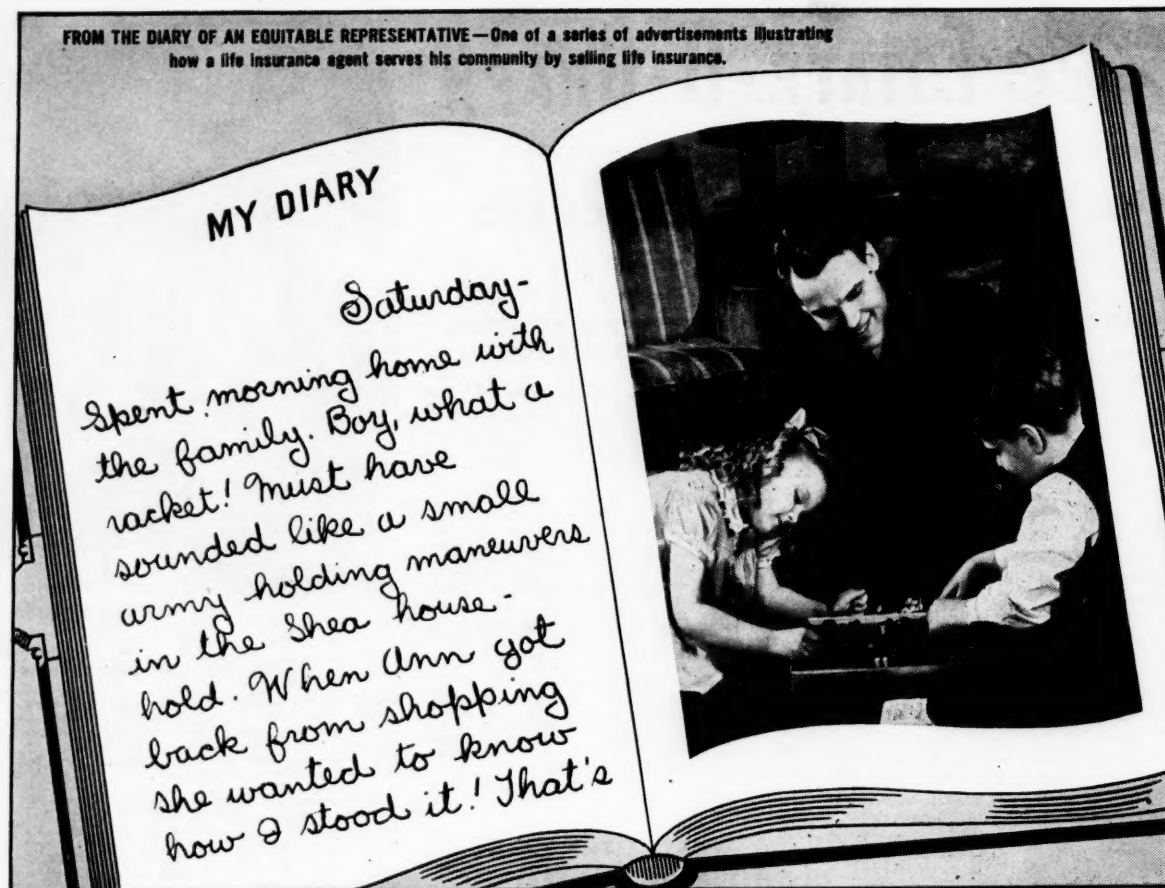
A special trial offer. If you would like to try a special introductory offer of 10 copies per month (without imprint, but including the Visual Selling Service and Sales Slants) indicate this in a letter and enclose your check for \$18.00 as payment in full for one year.



SALES SLANTS

Write for Samples—THE ROUGH NOTES COMPANY, 1142 N. Meridian St., Indianapolis 6, Indiana

FROM THE DIARY OF AN EQUITABLE REPRESENTATIVE—One of a series of advertisements illustrating how a life insurance agent serves his community by selling life insurance.



N-N-Nervous—Not Al Shea!

AL SHEA never gets jittery or jumpy—even if the kids do raise the roof once in a while. No, Al doesn't need to read any books on peace of mind. What's more, he has it.

As an Equitable Society representative, Al has found a way of life that has gradually turned into a broad avenue of happiness for himself and for others. And the inner contentment that comes to a traveler along that highway—contentment that springs from the knowledge that a man is "doing right" by his fellow citizens and the community in which he lives—is too rich to allow room for jangled nerves.

Just the other day, for example, Al counted up the

number of houses in his home town that are protected against the two major hazards of home ownership—death and hard times. He was surprised to find that the total came to exactly 63. Gave Al a real kick—to think of all those families enjoying the extra protection of Equitable Assured Home Ownership Plans.

Yes, Al Shea's work as an Equitable representative is more than a "job"—it's a continued source of inner satisfaction. He has sound nerves because he knows that he is doing his bit to make the world a better place to live in. He takes a deep satisfaction in his work...in the respect that is his as a member of a highly regarded profession and as a representative of an institution like The Equitable Society.

LISTEN TO "THIS IS YOUR FBI"

...official crime-prevention broadcasts from the files of the Federal Bureau of Investigation...another public-service contribution sponsored in his community by The Equitable Society Representative.

EVERY FRIDAY NIGHT • ABC Network



**THE EQUITABLE
LIFE ASSURANCE
SOCIETY
OF THE UNITED STATES**

THOMAS I. PARKINSON, President • 393 Seventh Avenue, New York 1, N.Y.

